# TOURISM SERVICES IN BRITISH COLUMBIA

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Tourism B.C.
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Victoria, B.C.
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January 1986

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# INTRODUCTION

This report documents the financial, training, counselling, and information assistance and services available to British Columbia tourism businesses and interests from public and private sources.

Financial assistance includes grants, forgivable loans, low-interest loans, and loan guarantees available for: capital development projects (including infrastructure, materials, and labour); facilities upgrade; research, feasibility studies and business plans; conferences and meetings; provision of management and technical services; and marketing.

Training assistance includes courses and programs offered either directly by an agency (e.g., Federal Business Development Bank, B.C. Ministry of Tourism, private trade schools, trade associations) or indirectly, at universities and colleges, through the development, administration, and financial subsidization by an agency (e.g., Employment and Immigration Canada, Indian and Northern Affairs, and the B.C. Ministry of Education and Ministry of Labour).

Counselling assistance includes private consultations, group seminars, and home-study programs that offer advice in such areas as business management, marketing techniques, and project feasibility assessment.

Information services include those provided through a variety of dissemination channels (resource centres, telephone, telex, or mail contact), offering a wide range of materials: statistical data, annual reports, research results, projections, trend analyses, curricula outlines and audio-visual material.

Program descriptions presented in this inventory include the program (or service) name; a brief statement of aim; eligibility criteria; type of assistance; and contacts. All programs are listed under the name of the sponsoring agency. Six tables, each representing one of the standard six tourism sectors (accommodation, hospitality, events and attractions, transportation, outdoor recreation, and travel trade services), provide the user with a preliminary guide to the available types and sources of assistance.

While it is recognized that tourism, as a collection of industries, encompasses innumerable activities and businesses, the only agencies included in this inventory are those within whose sphere of administration tourism activities are specifically addressed or tourism operations are directly affected. Although some of their policies and regulatory functions do have an effect on tourism, agencies such as the Department of Energy, Mines and Resources, Revenue Canada, and the B.C. Ministry of Health were not included here because (- for the purposes of this inventory -) their link with tourism is considered to be incidental. (Although the study's terms of references did not call for the inclusion of the regulatory functions of various agencies in matters relating to tourism operations, some have been noted).

It is important to note that many private sector organizations are both recipients of some assistance, and providers of others. Regional Tourism Associations, for example, receive funding from the province, but offer information and marketing to their members; municipalities receive grants from provincial and federal governments, but in turn provide grants to non-profit organizations for events and projects; and Chambers of Commerce receive aid from governments, but provide information and counselling.

A list of the people contacted for this study and a list of the reference material used are presented in Appendices 1 and 2. Additional mailing lists are provided in Appendix 3.

## GUIDE TO ASSISTANCE AND SERVICES BY TOURISM SECTOR AND SOURCE

KEY:

| | | | |
|---|---|---|---|
| AgCan | Agriculture Canada | Labour | Ministry of Labour |
| Agric | Ministry of Agriculture | LPH | Ministry of Lands, Parks and Housing |
| BC-CC | B.C. Chamber of Commerce | MunAf | Ministry of Municipal Affairs |
| CanC | Canada Council | Munic | Municipality |
| C/U | Colleges and Universities | OHC | Outdoor Recreation Council |
| DRIE | Department of Regional Industrial Expansion | PS/GS | Ministry of Provincial Secretary and Government Services |
| EDC | Economic Development Commission | PrTrS | Private Trade Schools |
| Educ | Ministry of Education | RD | Regional District |
| EIC | Employment and Immigration Canada | RTA | Regional Tourist Association |
| EnvCan | Environment Canada | SecAn | Sector Associations |
| Environ | Ministry of Environment | StatsC | Statistics Canada |
| FBDB | Federal Business Development Bank | TIABC | Tourism Industry Association of B.C. |
| F & O | Department of Fisheries and Oceans | TIAC | Tourism Industry Association of Canada |
| Forests | Ministry of Forests | TourCan | Tourism Canada |
| HIEAC | Hospitality Industry Education Advisory Committee | Tourism | B.C. Ministry of Tourism |
| INAC | Indian and Northern Affairs | TransC | Transport Canada |
| Ministry of Transportation | Canada | Tr/Hwy | and Highways |
| ISBD | Ministry of Industry and Small Business Development | TrAn | Trade Association |

**HOSPITALITY**

Restaurants
Cafeterias/coffee shops
Fast-food franchises
Bars/beer lounges
Night clubs
Theatres

| SUPPORT SERVICE | GOVERNMENT | | | | FIN'L INST'N | EDUC'L INST'N | REG'L TRADE/ SECTOR ASSOC'N |
|---|---|---|---|---|---|---|---|
| | FEDERAL | PROV'L | REG'L | MUN'L | | | |
| FINANCIAL | DRIE<br>EIC<br>INAC<br>TourCan | ISBD<br>Labour<br>Tourism | | | FBDB | | |
| TRAINING | EIC<br>INAC<br>TourCan | Educ<br>Labour<br>Tourism | | | FBDB | C/U<br>PrTrS | HIEAC<br>TIAC<br>Some TrAn |
| COUNSELING | DRIE<br>EIC<br>INAC<br>TourCan | Educ<br>ISBD<br>Labour<br>MunAf<br>Tourism | EDC | EDC | FBDB | | |
| INFORMATION | DRIE<br>StatsC<br>TourCan | Educ<br>ISBD<br>Labour<br>Tourism | RD/<br>EDC | Munic | FBDB | | BC-CC<br>HIEAC<br>RTA<br>TIABC<br>TIAC<br>TrAn |

**********
* *
* EVENTS & ATTRACTIONS *
* *
**********

Convention bureaus
Chambers of Commerce
Local communities

Private sector associations
Museums/historic sites
Provincial government

| SUPPORT SERVICE | GOVERNMENT | | | | FIN'L INST'N | EDUC'L INST'N | REG'L TRADE/ SECTOR ASSOC'N |
|---|---|---|---|---|---|---|---|
| | FEDERAL | PROV'L | REG'L | MUN'L | | | |
| FINANCIAL | AgCan<br>CanC<br>DRIE<br>TourCan | Agric<br>ISBD<br>PS/GS<br>Tourism | | | | | |
| TRAINING | | Tourism | | | | | |
| COUNSELING | DRIE | ISBD<br>Tourism | EDC | EDC | | | |
| INFORMATION | DRIE<br>StatsC<br>TourCan | ISBD<br>PS/GS<br>Tourism | RD/<br>EDC | Munic | | | RTA<br>TIABC<br>TIAC |

**OUTDOOR RECREATION**

Ski areas
Marinas
Hunting/fishing lodges
Golf courses

Parks - National
- Provincial
- Regional/Municipal
Sail training

| SUPPORT SERVICE | GOVERNMENT | | | | FIN'L INST'N | EDUC'L INST'N | REG'L TRADE/ SECTOR ASSOC'N |
|---|---|---|---|---|---|---|---|
| | FEDERAL | PROV'L | REG'L | MUN'L | | | |
| FINANCIAL | F & O<br>DRIE<br>INAC<br>TourCan | ISBD<br>LPH<br>Tourism | | | FBDB | | |
| TRAINING | | Educ<br>Tourism | | | FBDB | C/U | Some SecAn |
| COUNSELING | INAC<br>DRIE<br>TourCan | ISBD<br>Tourism | EDC | EDC | FBDB | | |
| INFORMATION | F & O<br>DRIE<br>EnvCan<br>StatsC<br>TourCan<br>TransC | Agric<br>Environ<br>Forests<br>ISBD<br>LPH<br>Tourism<br>Tr/Hwy | RD/<br>EDC | Munic | FBDB | | ORC<br>RTA<br>TIAC |

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* *
* TRAVEL TRADE SERVICES *
* *
**********

Travel agents
Tour wholesalers
Tour operators
Travel trade press

Advertising agencies
Marketing consultants
Research
Publicity

Tourist Associations
Tourist Information
Tourist Information Centres

| SUPPORT SERVICE | GOVERNMENT | | | | FIN'L INST'N | EDUC'L INST'N | REG'L TRADE/ SECTOR ASSOC'N |
|---|---|---|---|---|---|---|---|
| | FEDERAL | PROV'L | REG'L | MUN'L | | | |
| FINANCIAL | DRIE<br>EIC<br>TourCan | ISBD<br>Labour<br>Tourism | | | | | BC-CC<br>RTA |
| TRAINING | Tourism | Educ<br>Labour<br>Tourism | | | | C/U | |
| COUNSELING | DRIE<br>TourCan | ISBD<br>Tourism | | | | | |
| INFORMATION | DRIE<br>StatsC<br>TourCan | ISBD<br>Tourism | | | | | TIABC<br>TIAC<br>RTA |

**TRANSPORTATION**

Air carriers
Bus carriers
Railways
Car rentals

Cruise lines

Ferries

| SUPPORT SERVICE | GOVERNMENT | | | | FIN'L INST'N | EDUC'L INST'N | REG'L TRADE/ SECTOR ASSOC'N |
|---|---|---|---|---|---|---|---|
| | FEDERAL | PROV'L | REG'L | MUN'L | | | |
| FINAN-CIAL | DRIE | ISBD<br>Tourism | | | FBDB | | |
| TRAINING | | Tourism | | | FBDB | PrTrS | |
| COUNSEL-ING | DRIE | Tourism | | | FBDB | | |
| INFORMA-TION | F & O<br>DRIE<br>EnvCan<br>StatsC<br>TourCan<br>TransC | ISBD<br>Tourism<br>Tr/Hwy | | Munic | FBDB | | RTA<br>TIAC<br>Some SecAn |

# FEDERAL GOVERNMENT ASSISTANCE

AGRICULTURE CANADA

**Financial Assistance**

Agricultural Fairs and Exhibitions Assistance: Under its Production Development Assistance Initiative, Agriculture Canada assists in the funding of local, national, and international agricultural fairs and exhibitions, to encourage livestock improvement and help the fairs and exhibitions maintain and upgrade their facilities.

**Eligibility:** Agricultural exhibition organizations - including livestock producers, producer associations, and non-profit organizations in the agricultural sector - are eligible to receive funding assistance from Agriculture Canada. The Department keeps a list of fairs and exhibitions under the following classifications: winter and spring fairs (prize money paid not less than $5,000); Class A exhibitions (prize money paid not less than $6,000); and Class B exhibitions (prize money paid not less than $3,000). A provincial authority must approve of the fair or exhibition being listed, and makes application on their behalf to the Department of Agriculture, with a statement certified by the fair or exhibition showing details of the prize money paid for the previous 3 years.

**Assistance:** Grants are provided to listed fairs and exhibitions to cover such costs as judges fees, permanent improvements to exhibition facilities, and prize money awards in livestock competitions. Contributions made with respect to judges may be to a maximum of $500 for a winter or spring fair, or a Class A exhibition; and a maximum of $200 for a Class B exhibition. Contributions made to the cost of exhibition ground or facility improvements or repairs may be equal to 50% of expenditures, to a maximum of $5,000, for Class A; and to a maximum of $2,500 for Class B. (Winter or spring fairs are ineligible for contributions for permanent improvements). Prize list contributions to a winter or spring fair not adopting the Official Livestock Classification may equal 80% of the prize money paid on specified exhibitions to a maximum of $4,000. For Class A or B exhibitions and winter or spring fairs using the Official Livestock Classifications, up to 50% of prize money may be paid to exhibitors.

AGRICULTURE CANADA (cont'd)

CONTACT: Regional Development Branch, B.C. Regional Office,
Agriculture Canada,
80 - 6th Street, Rm. 307,
New Westminster, B.C.
V3L 5B3 Tel. 524-7342

or 1016 Johnson Street,
Victoria, B.C. V8V 3N7 Tel. 388-0271

Murray Duggan
Regional Livestock Development Officer
Food Production and Inspection Branch
Agriculture Canada
315 - 80 6th Street
New Westminster, B.C.
V3L 5B3 Tel. 524-7251

## CANADA COUNCIL

The Canada Council's role is to foster and promote the arts in Canada and this is achieved by providing grants and services to professional artists and arts organizations working in dance, music, theatre, visual arts, media arts, and writing and publishing. Individual artists must be Canadian citizens or landed immigrants, five years resident in Canada as landed immigrants, and must have completed basic training and/or have the necessary competence to be considered professional. Arts organizations (e.g. performing companies, publishing houses, art galleries and service organizations) are assessed on the basis of criteria such as professionalism, excellence, community acceptance, stability and sound financial management.

Aid to Artists program offers various grants to professional artists undertaking individual projects.

Arts organizations apply for assistance through the arts disciplines which they represent (i.e. Dance, Music, Theatre, Visual Arts, Media Arts, Writing and Publication).

Exploration Program supports imaginative cultural projects presented by groups or individuals. The program is intended to introduce new approaches to creative expression, extend the limits of an existing art form, cross disciplines, or fulfil specific needs in the development of the arts.

Touring Office provides services to encourage and facilitate the organization and co-ordination of performing arts tours and promote the training and professional development of tour sponsors, organizers and agents. It also provides grants to Canadian performing companies and artists who wish to tour.

CONTACT: Communications Service
Canada Council,
P.O.Box 1047,
Ottawa, Ontario K1P 5V8 Tel. (613) 237-3400)

## EMPLOYMENT AND IMMIGRATION CANADA (EIC)

Employment and Immigration Canada (EIC) administers and funds a number of worker and employer programs and services: some that involve employee training; others that involve job creation and stimulation. EIC assistance programs available to business - including those in tourism and hospitality - are represented by this summary.

### EMPLOYMENT SERVICES FOR EMPLOYERS

A wide range of the Commission's services are being offered to employers. Canada Employment programs and services are promoted as aids to help employers meet specific staffing problems. These services are as follows:

a) filling job vacancies with qualified workers;

b) long range staff planning and consultation;

c) training and retraining of employees to upgrade their skills and to alleviate forecasted skill shortages;

d) labour force adjustment-assistance for firms undergoing technological or other changes (I.A.S.);

e) recruitment of workers locally, from other parts of Canada, and from outside the country (National Job Bank);

f) local or national labour market information for employers;

g) Employment Equity information designed to help employers develop a workable female employee plan for their company or organization;

### TRAINING PROGRAMS

The Canadian Jobs Strategy has placed renewed emphasis on the need to have a well-trained labour force in Canada with up to date skills. Employers and employees are constantly facing the heavy demands of technological change which appears to be a necessity in today's business climate, and will likely continue to be so well into the future.

The training elements in the Jobs Strategy are designed to be flexible; to meet the needs of both employers and employees; to assist small business, and to meet the varying skill demands placed on Canada's labour force. Inherent throughout the Strategy are the concepts of Employment Equity which are directed at removing employment barriers and correcting work force imbalances suffered by women, Native people, persons with disabilities and visible minority groups.

TRAINING PROGRAMS cont'd.

New Training Allowances more in keeping with today's lifestyles and needs have been adopted, and to make sure the training plans adopted in any specific Region are right for that area, Local Advisory councils will make adjustments to programs so area needs will be met.

Weekly training allowances applicable to all programs will depend on the number of training hours received during each week.

SKILL INVESTMENT

To cope with rapid technological and economic change, employers and workers must be equipped with new skills. Skill Investment is the first program to help individual workers and employers prepare for changes in the workplace.

For individual workers, Skill Investment provides an opportunity to obtain skills they need for continuing employment. For employers, Skill Investment provides a practical way to avoid laying off capable workers during times of change.

Under Skill Investment, three program options are available:

Small Business Training - provides business with fewer than 100 employees financial assistance for on and off-the-job training. Reimbursements to employers include 60% of wages during off-the-job training, 25% of wages during on-the-job training plus reimbursement of some direct training costs and modifications to the workplace for disabled persons.

Extended Training Leave - provides those whose business is sensitive to technological and market changes with financial assistance which will permit employees to take time off from regular duties to acquire new skills. Training leave may be either full or part-time and conducted off-the-job in a public or private institution and/or off-site by another business in an industrial setting. CEIC's financial contribution is up to 1/3 of an employee's salary during the leave, 50% of eligible training costs and up to 100% of special training costs for the disabled.

Training Trust Funds - can be set up by employee associations or unions and employers to pay for their members' future graining and skill development. Under this option, the federal government will contribute 50% of the amount paid in by participants in the first year to a maximum of $200,000 and 33% in the second and third years to maximum of $100,000 in each year.

Direct Purchase - can be used to purchase part-time training for employed workers to overcome job changes and/or job elimination when the employer cannot or will not contribute to the employee's training. Training may be purchased from private or public institutions and trainees may be eligible for child care or 'commuting' allowances.

**TRAINING PROGRAMS (cont'd.)**

**SKILL SHORTAGES**

In some industries, skilled workers may be in short supply and in high demand. For the employer, this shortage may represent an obstacle to maintaining a competitive operation and can lead to the loss of existing business. The Skill Shortages Program provides financial support for employers to train current or newly hired workers in occupations or skill areas which have been identified by CEIC as having existing or potential shortages and for which training may be an appropriate solution. Training may be off or on the job, full or part-time and self-employed individuals are also eligible. The maximum wage reimbursement is $350.00 per week, plus reimbursement of some direct training costs and modifications to the work place required to accommodate disabled persons.

Direct Purchase of Training: When the number of workers that can be trained by employers is insufficient to meet the needs of the economy, CEIC may purchase training for unemployed persons. The training may be purchased from private and/or public institutions. Unemployed trainees receive income assistance through training allowances and/or unemployment insurance.

CONTACT: The nearest Canada Employment Centre (see Appendix 3).

**JOB ENTRY PROGRAM**

The Job Entry program is designed to assist those individuals experiencing difficulty making the transition from school or home to the labour market. The program has four options:

1. Entry: Particularly designed to assist youth, normally under the age of 25, become active members of the labour market. (Priority will be given to those who have not completed secondary school.)

2. Re-entry: Allows women who have been primarily engaged in full-time homemaking activities for the past 3 years to acquire skills and experience relevant to today's workplace.

Both Entry and Re-entry combine skills training and work experience for up to 52 weeks. Training plans are developed and delivered by a Co-ordinator on contract with CEIC. The Co-ordinator arranges off-site training and work experience with employers in the private sector. Participating women and youth receive financial assistance in the form of a training allowance or Unemployment Insurance.

**TRAINING PROGRAMS cont'd.**

3. Co-operative Education: Provides developmental work-study experience for secondary and post-secondary students whose transition from student to full-time worker and integration into the labour market may be facilitated by this measure. Post-secondary diploma and degree institutions as well as school boards may develop such a program and receive financial assistance to offset administrative costs. This option does not provide financial assistance to students.

4. Summer Programing: Offers training and work experience related to the field of study of students returning to school.

CONTACT: Job Entry, B.C./Y.T. Region - 1055 West Georgia Street
Vancouver, B.C. V6E 2P8

**INNOVATIONS PROGRAM**

The Innovations program is a means by which CEIC can contribute to the demonstration, testing or experimenting with new ideas related to, or new ways of addressing, significant labour market issues. As well, Innovations may be used to test out a new approach or idea which might ultimately improve the longer term impact of CEIC programs and/or services.

Proposals which might be considered by Innovations should demonstrate all of the following characteristics:

- the activity has obvious and significant labour market relevance.
- the activity is innovative in that it:
  a) represents a new or different way of addressing a labour market issue, or
  b) addresses a labour market issue or opportunity which is not currently addressed;
- the activity cannot be supported under existing program or service authorities;
- the results of the activity should have longer term or wider applicability.

CONTACT: Innovations, B.C./Y.T. Region - 1055 W. Georgia Street
Vancouver, B.C. V6E 2P8

## EMPLOYMENT DEVELOPMENT PROGRAM

The Employment Development Branch is an integral part of the CEIC's delivery system.

The role of the Employment Development Branch is to work with and utilize the expertise of local organizations, community groups and other agencies in the development of projects that will create new employment opportunities for those people who experience particular and continuing difficulty in finding and keeping jobs.

In addition, there is a growing emphasis on encouraging job creation in the private sector and a large proportion of program dollars is being directed towards business proposals.

CONTACT: Your nearest Employment Development Branch (see Appendix 3).

Challenge '86 Program - This program is a joint Federal/Provincial summer employment program for students and youth, of which the Tourism component is being delivered by the B.C. Ministry of Labour.

CONTACT: Your nearest Ministry of Labour, Apprenticeship and Employment Training Branch.

### Information/Counselling Services

Counsellors at the Canada Employment Centres can provide workers with counselling, training, and mobility assistance. Employers can be helped to find qualified manpower, and the Casual Employment Units in some Canada Employment Centres can provide specialized service to business needing temporary or casual workers. Employers can also receive job market data and be assisted in planning future staff needs. Employed and unemployed workers can learn job-search techniques, receive information on national employment opportunities, and be helped in making career or occupation choices.

CONTACT: The nearest Canada Employment Centre (see Appendix 3).

## ENVIRONMENT CANADA

The responsibilities of Environment Canada include the management and protection of migratory birds; the provision of information on weather, climate, ice and sea conditions, and air quality; the protection and enhancement of the natural environment, including water, soil, and air; and the conservation of renewable water, land, and wildlife resources.

### Information Services

Parks Canada: Information concerning the following aspects of events, attractions, and outdoor recreation is provided by Parks Canada.

Co-operating Associations - Parks Canada seeks the co-operation of non-profit organizations in promoting and sponsoring public services such as field trips and short courses.

National Historic Parks and Sites - Parks Canada is responsible for the preservation, restoration, and interpretation of sites and structures of national historical importance throughout Canada.

National Parks - Parks Canada is responsible for the development, operation, and protection of national parks in Canada. Any information concerning national park use - such as fees, regulation of various activities, and map availability - can be obtained from Parks Canada.

**CONTACT:** The nearest Parks Canada regional office

### Financial Assistance

Parks Canada: The operation of Tourist Information Centres in national parks is funded by Parks Canada.

## DEPARTMENT OF FISHERIES AND OCEANS

### SMALL CRAFT HARBOURS BRANCH

The Small Craft Harbours Branch is responsible for the marine facilities used by commercial fishermen and recreational boaters.

**Financial Assistance**

Tourist Wharf Program: Under this program the department may provide assistance for construction of wharves and/or launching ramps as an initial and one-time capital expenditure in an area that has tourism potential, or where tourism is an established industry. The program focuses on:

1. existing tourist resort operations that have significant impact on the local community and that have elements of national tourism interest; and
2. new tourist trade areas where, in an area already receiving substantial commitments of resources to the tourist industry, the construction of new wharf facilities by the federal government would further stimulate investment from private, municipal, and provincial sectors.

**Eligibility:** Any company, agency, municipality, or Indian band may apply. Proper approach roads and adequate parking areas must be a part of each installation and should be provided by the applicant at no cost to the department. Full title to the site must be obtained (or a perpetual easement over the approach road and parking areas). A tourist wharf would be ineligible for construction under this program if it was for use in a private camp or club; if it was for use mainly by the local boaters; or if it was for use by private suppliers requiring wharfage facilities for their business.

**Assistance:** The maximum expenditure that may be made in one location (for a wharf, a ramp, or the two combined) is $15,000. As long as the wharf or launching ramp continues to serve the tourist industry principally, the department will maintain the structures in their original design. If use becomes dominated by local residents, a club, or private business, the structures must then be disposed of to private interests or the municipality.

DEPARTMENT OF FISHERIES AND OCEANS (cont'd)

Marina Policy Assistance Program: This is a cost-sharing program aimed at encouraging the development of additional public facilities for recreational boaters, particularly tourists.

**Eligibility:** Specified assistance may be granted to anyone (individual, company, municipality, Indian band, etc.) who will provide new shoreward facilities for the boating - especially tourist - public. A private club or other enterprise planning to build marina facilities may be eligible for some assistance if part of the facilities are to be made available to the public without restrictions.

**Assistance:** There are no cash grants available to developers. Rather, the federal government, through the Department of Public Works, will build breakwaters and/or perform initial dredging in the harbour public areas, provided the developer establishes onshore facilities of at least equal dollar value. These facilities may include wharves, launching ramps, roads, fuel, fresh water, electricity and telephone service, living and eating accommodation, and boat repair shops. Construction to be undertaken by the developer may be phased over a 3-year period. The basic breakwater will be maintained by the federal government, as will dredging depths - but only if the operator pays half the cost or constructs additional facilities to the full value of the maintenance cost.

**CONTACT:** Small Craft Harbours Branch
Department of Fisheries and Oceans, Pacific Region
1090 West Pender Street,
Vancouver, B.C. V6E 2P1 Tel. 666-6724

Information Services

The Canadian Hydrographic Service produces navigation charts of coastal waters and inland lakes and rivers.

**CONTACT:** The regional office (see address above)
Tel. 666-3545

Sports fishermen may obtain information 24 hours a day concerning best fishing places, times, and gear.

**CONTACT:** Sports Fishing Information Tel. 666-3169
(recorded message)

## INDIAN AND NORTHERN AFFAIRS CANADA (INAC)

The Department of Indian and Northern Affairs (INAC) is responsible for implementing the federal government's special policies and programs for Indian and Inuit people. It offers no assistance specifically for the tourism industry, although its programs to support Indian arts and culture and Indian manpower training may indirectly benefit tourism projects undertaken by native peoples. (Note that such programs as the Inuit Economic Development Program, which offers loans and loan guarantees to Inuit-operated businesses, are not applicable to British Columbia's Indian population.)

### Financial/Counselling Assistance

Indian Art and Cultural Development Program: The Department offers financial support (mainly through grants) to contemporary Indian artists working in various media, and works with the artists to promote native art nationally and internationally.

**CONTACT:** The nearest B.C. Regional District Office of INAC (see Appendix 3)

### Training Assistance

Occupational Skill Training: To supplement Employment and Immigration Canada's training programs, INAC provides Indian peoples with occupational training opportunities.

**Eligibility:** All British Columbia Status Indians are eligible for training assistance. However, assistance under this program is provided only to those who do not qualify for similar assistance from Canada Manpower.

**Assistance:** Training allowances and tuition and transportation costs are provided to Indian vocational students.

**CONTACT:** Head, Employment and Training Program
Resource Economic Employment Development
Indian and Northern Affairs Canada
P.O. Box 1000, 800 Burrard Street
Vancouver, B.C. V6Z 2J3 Tel. 666-5094

INDIAN AND NORTHERN AFFAIRS CANADA (INAC) (cont'd)

On-the-Job Training: In co-ordination with Canada Manpower, the Department assists Indian people in learning work skills through on-the-job training.

Eligibility: All British Columbia Status Indians are eligible to receive training assistance.

Assistance: The Department enters into on-the-job training contracts with employers on behalf of individual Indians, usually for a period of 6 months. These contracts offer to pay a share of the individual's salary, to a maximum of 50% of the total salary paid to the trainee during the training period. The employer provides the training.

This service normally is provided by Employment and Immigration Canada, though bands may still negotiate with their District Office if they wish to provide this service.

CONTACT: Employment and Training Programs
Local District Office, Indian Affairs

## DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (DRIE)

The Department of Regional Industrial Expansion provides a regionally balanced and national focus to the federal government's industrial development policies and programs in all regions of Canada. It encourages investment in viable industrial ventures, including tourism businesses.

**ASSISTANCE/SERVICES:**

**Financial Assistance**

Federal/Provincial Economic and Regional Development Agreement (ERDA): These cost-shared federal/provincial agreements offer financial support and incentives for development and employment opportunities in various regions of Canada. They focus on regional economic development issues and the development of major projects. A 5-year $525 million Canada/British Columbia funding package was signed in November 1984, and includes support for tourism among its industry-specific initiatives. (Refer to Tourism Product Development Program, described under B.C. Industry and Small Business Development); Tourism Industry Support Program described under B.C. Ministry of Tourism; and International Market Development Program described under Tourism Canada.

International Marketing Program: Under the new federal/provincial development sub-agreement, federal government marketing program will be supplemented by the new agreement's International Marketing Program, aimed at promoted Canadian tourism products abroad. This program, one of three under the ERDA Tourism Sub-Agreement, offers financial assistance to the tourism industry in order to increase international awareness of and demand for British Columbia as a travel destination. Special emphasis will be placed upon specific market and product matching with priority given to B.C.'s key markets of the U.S. Pacific Northwest, California, Britain, Germany and Japan.

**Eligibility:** Projects must support marketing activities targetted to non-Canadian markets. Projects must be incremental and complementary to existing activities undertaken by the federal and provincial governments and the private sector. No project may be supported unless the project would not likely proceed in terms of the proposed location, scope or timing without the provision of the support. Projects must not replace nor conflict with ongoing marketing activities of federal and provincial governments or the private sector. Assistance under this program will not duplicate other federal or provincial marketing assistance which is, or may become available during the life of the agreement. No funds will be directed to general image advertising.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (DRIE) (cont'd)

Program elements include new product launch, target market research, consortia promotion, marketplace organization, convention and conference promotion, and package tour development. Guidelines will be sent on request, along with a detailed application form. Each application will be assessed by the program's Management Committee.

**Assistance:** New product launch - 50% of eligible costs to a maximum of $25,000. Minimum project size is $20,000 in total costs. Target market research - 50% of eligible costs to a maximum of $50,000 per project. Minimum project size is $10,000. Consortia promotion - 50% of eligible costs to a maximum of $50,000 per project. Minimum project size is $20,000. Marketplace - 50% of eligible costs to a maximum of $50,000. Minimum project size is $20,000. Convention and conference promotion - 50% of eligible costs to a maximum of $25,000. Package tour development - 50% of eligible costs to a maximum of $50,000. Minimum project size $20,000.

**CONTACT:** Vancouver (604) 661-2264

Special Rural Development Agreement (ARDA): A federal/provincial 5-year program, Special ARDA is designed to provide residents living in remote rural areas and mainly of Indian ancestry with economic development opportunities. The program, initiated in May 1977, has been extended to March 31, 1987. A remote rural community is defined as having less than 2,000 residents, of which at least 30% are of Indian ancestry, and which does not have access to adequate public services or employment opportunities. ("Isolation" generally defines any location that is at least 10 miles from an established community with basic public services).

Financial assistance is available for commercial undertakings, including the establishment, acquisition, expansion, or modernization of commercial enterprises engaged in, among other activities, the provision of services such as tourist facilities. In addition, counselling and training assistance are offered, aimed at complementing current programs available under other federal or provincial agencies. They provide custom-tailored programs and counselling services for native people. Relocation allowances, to a maximum of $30,000 per individual or family, may be approved when such assistance is not available through Canada Employment Centres. Applicants may be either employers in rural areas providing permanent employment, or qualified native persons who have job offers from employers in rural areas. Financial assistance for group management training or individual applicant training may also be available.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (DRIE) (cont'd)

**Assistance:** Assistance can be in the form of a direct cash contribution to the individual, group, or community undertaking the project, or a direct provision of training and other services. The maximum contribution through Special ARDA cannot exceed 50% of the expected costs of buildings, machinery, and initial working capital. Up to 100% of funding for feasibility and planning studies may be provided. The level of assistance is dependent on the circumstances of individual projects and is determined on the basis of need and the impact of the project on the rural community. In the case of a new facility or for the expansion of an existing facility, the total of all assistance provided must not exceed $30,000 per job created.

| CONTACT: | Vancouver | 661-2211 |
|---|---|---|
| | Victoria | 388-381 |
| | Prince George | 562-4451 |

Business Improvement Loans: Under the Small Business Loans Act (SBLA), DRIE offers business improvement loans to new and existing small business enterprises to help them obtain intermediate term loans from chartered banks and other designated lenders for financing fixed assets. This includes financing for the purchase of land necessary for a business' operation; the renovation, improvement, modernization, and/or extension of premises; the construction and/or purchase of premises; and the purchase, installation, and/or upgrade of equipment (both affixed and not, to real or immovable property). Business improvement loans are not available to finance working capital requirements or existing debts.

**Eligibility:** The SBLA defines a small business enterprise as one with an estimated gross revenue of not more than $2 million during the fiscal year in which the loan application is made. Business improvement loans can be made to a small business enterprise operating for gain or profit in manufacturing, retail or wholesale trade, service businesses, construction, transportation, and communication.

**Assistance:** Approved lenders make business improvement loans directly to small businesses, with the SBLA providing a loss-sharing arrangement between the lender and the federal government. The maximum amount of business improvement loans a borrower may have under the SBLA at a single time may not exceed $100,000. Loans can be used to finance up to 90% of land and premises costs; and up to 80% of equipment costs. The maximum interest rate that approved lenders can charge on these loans cannot exceed 1% over the prime lending rate of the chartered banks (the rate fluctuates with changes in the prime lending rate for the period of the loan); or the lender may levy to the borrower a charge not exceeding the one-time front-end fee of 1% of the business improvement loan which a lender must pay to the federal government. Application may be made at any chartered bank, credit union, trust company, loan or insurance companies that have received designation as a bank for SBLA.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (DRIE) (cont'd)

**Repayment:** The maximum period of repayment is not to exceed 10 years, with the principal instalments paid at least annually.

Counselling/Information Services

Business Information Centre (BIC): These centres offer through local and long distance toll free telephone calls, small businesses information, advice and guidance about federal government progrms and services. The centres open Monday to Friday, from 9:00 to 4:00 p.m.

CONTACT

Federal Business Development Bank, Vancouver
900 West Hastings
Vancouver, B.C. Tel: 666-2255 or
1-800-663-0433

GENERAL CONTACTS:

Small Business Development Division, DRIE
P.O. Box 49173,
1101 - 1055 Dunsmuir Street
Vancouver, B.C. V7X 1K8 Tel. 661-2216

Small Business Development Division, DRIE
200 - 990 Fort Street
Victoria, B.C. V8V 3K2 Tel. 388-0198

Small Business Development Division, DRIE
706 Permanent Tower
299 Victoria Street
Prince George, B.C. V2L 5B8 Tel. 562-4451

Business Information Centre (BIC): This centre regional FBDB office, Vancouver, offers small businesses information, advice, and guidance about federal government programs and services. The centres are open Monday to Friday, from 8 a.m. to 5 p.m.

CONTACT:

Federal Business Development Bank, Vancouver
900 West Hastings Street
Vancouver, B.C. Tel. 666-2255

## STATISTICS CANADA

Statistics Canada, the country's central statistical agency, collects, processes, analyses, and disseminates data of use in tourism and outdoor recreation planning. It also provides inquiry and consultation services.

### Information/Counselling Services

Statistics Canada maintains statistics on:

Travel and tourism - including travel by Canadians in Canada and other countries, travel by visitors to Canada, traveller accommodation, and various other tourism indicators.

Recreation - including participation in recreation and sports activities, and personal ownership, production, and sales of recreational equipment.

CONTACT: Statistics Canada
1145 Robson Street
Vancouver, B.C. V6E 3W8

User Advisory Service: Regional offices answer requests for statistical information and offer assistance in the use of statistics.

CONTACT: Assistant Regional Director
Advisory Services
Statistics Canada
1145 Robson Street
Vancouver, B.C. V6E 3W8 Tel. 666-3691

## TOURISM CANADA

## DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION

Tourism Canada is responsible for assisting the development of Canada's tourism industry, through the stimulation of private sector investment and dissemination of industry information and advice and international marketing.

### Financial Assistance

Convention and Incentive Travel, Site Inspection Program: In co-operation with Tourism B.C. and municipal convention and tourism bureaus, Tourism Canada offers financial assistance in attracting conventions and incentive travel to Canada. The program covers the airfare costs for convention and incentive travel decision-makers (individuals and groups) to inspect Canadian meeting destinations and facilities. (Ground costs are the responsibility of the province and municipal convention bureaus).

International Bid Assistance Program: Through this program Tourism Canada offers to cost-share bid presentations made by provincial and municipal convention bureaus in the international congress market.

**Eligibility:** Application is limited to provincial and/or municipal convention and tourism authorities, who apply on behalf of the individual making the Canadian bid. The request for bid presentation assistance must be submitted to Tourism Canada at least 1 month prior to the bid event taking place.

**Assistance:** Two cost-sharing agreements are available:

1. 50% of economy return transportation, to a maximum of $1,000, to deliver the bid, limited to only the one Canadian official extending the bid; and/or

2. 50% of the cost of a cocktail reception, to a maximum of $1,000, in support of the bid presentation for the decision making representatives of the international organization only.

CONTACT: Tourism Canada
235 Queen Street, 4th Floor
Ottawa, Ontario
K1A 0H6 Tel. (613) 993-7021

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (cont'd)

Information/Counselling Services

Tourism Canada provides the private sector with a wide spectrum of information and publications, among which some are related to productivity improvement and upgrading of facilities and services.

Tourism Research and Data Centre (TRDC): Maintains the most comprehensive collection of tourism-related information in Canada. While this material is collected primarily to assist the tourism industry and the staff of Tourism Canada, it is freely available to other government agencies and the general public. Specific information can be obtained by telephone or written inquiry..

CONTACT: Tourism Canada
Tourism Research and Data Centre
235 Queen Street
Ottawa, Ontario K1A 0H6 Tel. (613) 995-2754

or The regional office of Tourism Canada in B.C. (see address below)

Tourism Special Promotions: Tourism Canada call collect tradeline will order bulk provincial literature supplies and related material for the trade from the provinces/territories, as well as responding to direct travel related questions.

CONTACT: Travel Trade Line - Ottawa Collect (613) 993-7021

Canadian Accommodation Industry: Information on issues concerning planning and development of Canada's accommodation industry is available from the British Columbia regional tourism office (see address below).

Tourism and Hospitality Resource Inventory Centre for Education (THRICE): This centre provides a library of materials that deal with all aspects of industry, labour, and training in tourism. Information and resource assistance is offered, free of charge, to industry, educators, guidance counsellors, and trade and professional organizations. THRICE publishes a directory of courses in tourism, hospitality, and recreation, as well as the following booklets:

"Training Resources: Tourism/Hospitality/Recreation"
-a manual to assist educators, career counsellors, business people, and individuals interested in industry training and upgrading.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (cont'd)

"Business Resources: Tourism/Hospitality/Recreation"
-a manual that lists publications, programs, and services available to owners, operators, and management who want to expand or improve their service standards, or to anyone wanting to start a business.

CONTACT: THRICE
Manpower Education and Training Sector
Tourism Canada
4E - 235 Queen Street
Ottawa, Ontario K1A 0H6 Tel. (613) 995-0001

**Training Assistance**

"Tourism Is Your Business": Tourism Canada, in co-operation with major Canadian hospitality associations and educational institutions, designed this home study financial management program for accommodation operators. The program manual and study guide (priced at $26.50 and $9.40, respectively) can be ordered from:

"Tourism Is Your Business"
c/o Canadian Hotel and Restaurant Magazine
MacLean Hunter Building
777 Bay Street
Toronto, Ontario M5W 1A7

The 11-segment video presentation can be borrowed free of charge from any one of the following agencies:
- a distribution office of the National Film Board
- the B.C. Ministry of Tourism (Rick Lemon, Victoria 387-3558)

## TRANSPORT CANADA

### Information/Counselling Services

Transport Canada Aviation Group: Enforces and regulates the safety and technical aspects of all civil aviation. Responsible for aircraft registration and licenced personnel and for airspace control and management. Responsible for standards, planning, designing, costing, scheduling, procuring, installing and operating air navigation systems in Canada.

Transport Canada Airports Authority Group: Provides, operates and maintains essential facilities and services at Transport Canada owned airports: terminal buildings, runways, taxiways, aprons, field lighting utilities, mobile equipment and fire protection, security, parking and roads. Responsible for standards and technical matters with respect to planning, designing, costing, scheduling, construction, and procurement of the above facilities. Responsible for the marketing of commercial opportunities and management of airport properties. Provides financial and technical assistance for the development of community owned airports.

Canadian Marine Transportation Administration: This agency is responsible for administering small vessel regulations governing vessel construction, safety equipment, and water restrictions. It also regulates all shipping in Canadian-controlled waters. The Canadian Coast Guard, part of the Administration, encourages safety at sea through vessel inspections and public safety programs, and conducts marine search and rescue operations.

Canadian Surface Transportation Administration: This branch administers the Motor Vehicle Safety Act, which affects outdoor recreation by setting construction safety standards for recreational vehicles and noise standards for snowmobiles.

CONTACT: The nearest regional office of Transport Canada

PROVINCIAL GOVERNMENT ASSISTANCE

## B.C. MINISTRY OF AGRICULTURE

The Ministry of Agriculture has no explicit policies related to tourism or outdoor recreation, but the Provincial Agricultural Land Commission does exercise control over recreational use of land in the Agriculture Land Reserve (ALR). For information on planning or policy questions - and on potential land use conflicts - the Ministry should be contacted.

CONTACT: Policy Development and Economics Division
B.C. Ministry of Agriculture
800 Douglas Street
Victoria, B.C. V8W 2Z7 Tel. 387-5121

### Financial Assistance

Agriculture Fairs and Exhibitions: The Ministry offers annual grants for the staging of agricultural fairs and exhibitions in British Columbia.

Eligibility: To receive a grant, the fair must belong to the B.C. Association of Agricultural Fairs and Exhibitions, and be recognized by the Ministry.

Assistance: Grants are made eligible fairs without application to the Ministry, according to their class.

- $10,000 to Class A fairs (there are four in B.C., e.g. the Lower Fraser Valley Exhibition);
- $ 6,000 to Class B fairs (there are 10 in B.C., e.g. the Saanich and Nanaimo fairs);
- $ 3,000 to Class C fairs (there are 10 in B.C., e.g. the Cariboo Fall Fair, Williams Lake);
- $ 1,000 to the "Fall Fairs" class (there are 34 in B.C.).

CONTACT: Director
Rural Organizations and Services Branch
B.C. Ministry of Agriculture and Food
800 Douglas Street
Victoria, B.C. V8W 2Z7 Tel. 387-5121 L.280

## B.C. MINISTRY OF EDUCATION

The Ministry of Education, through its provincial institutes and regional colleges, funds and monitors a variety of training programs in the tourism/hospitality industry, including those in hospitality management, food preparation and service, travel counselling, tourism administration and marketing, and recreational services. Many of the courses are regular and ongoing; others are offered through Continuing and Community Education Departments when there is an expressed interest.

In addition, the Ministry offers information and advisory services to education programmers in the tourism/hospitality field, both through its Co-ordinator of Hospitality, Tourism and Services (Vocational Branch, Post-Secondary Department) and through its Post-Secondary Resource Centre. The Student Services Branch does offer some student awards and grants, but none are earmarked specifically for students enrolled in tourism/hospitality programs.

### Training Services

The tourism/hospitality training opportunities delivered by the Ministry of Education are offered at the following post-secondary institutions. Each should be contacted for up-to-date information on continuing education (part time) courses. The programs have been designed with the advice of representatives of the industry, and their curricula are province-approved.

| TYPE OF PROGRAM | INSTITUTION | CONTACT |
|---|---|---|
| Hotel Motel Restaurant Management (2 yr. diploma programs) | B.C. Institute of Technology<br>3700 Willingdon Avenue<br>Burnaby, B.C.<br>V5G 3H2 | Bob Brett<br>434-5734 |
| | Camosun College<br>3100 Foul Bay Rd<br>Victoria, B.C.<br>V8P 4X8 | Albert van Citters<br>592-1281 |
| | Malaspina College<br>900 - 5th Street<br>Nanaimo, B.C.<br>V9R 5S5 | Bert Kampers<br>753-3245 |

B.C. MINISTRY OF EDUCATION (cont'd)

| TYPE OF PROGRAM | INSTITUTION | CONTACT |
|---|---|---|
| Hospitality Management (certificate level and continuing education programs for people working in industry) | East Kootenay C. College<br>Box 8500<br>Cranbrook, B.C.<br>V1C 5L7 | Philip Schettini<br>489-2751 |
| | Okanagan College<br>1000 KLO Road<br>Kelowna,B.C.<br>V1Y 4X8 | Marlene Law<br>762-5445 |
| | | Loretta Krauter<br>492-4305<br>Penticton |
| | Selkirk College<br>Box 1200<br>Castlegar, B.C.<br>V1N 3J1 | 352-6601 |
| Restaurant & Lounge Supervisor | Vancouver Vocational Inst/<br>Vancouver Community College<br>250 West Pender Street<br>Vancouver, B. C.<br>V6B 1S9 | Tony Wood<br>681-8111 |
| | Malaspina College<br>900 - 5th Street<br>Nanaimo, B.C.<br>V9R 5S5 | Bert Kampers<br>753-3245 |
| Cook Training | Northern Lights C. College<br>11401 - 8th Street<br>Dawson Creek, B.C.<br>V1G 4G2 | David Ritchie<br>782-5251 |
| | Northwest Community College<br>Box 726<br>Terrace, B.C.<br>V8G 4C2 | Brian Parkes<br>635-6511 |
| | Okanagan College<br>1000 KLO Road<br>Kelowna, B.C.<br>V1Y 4X8 | Nik Maissen<br>762-5445 |

B.C. MINISTRY OF EDUCATION (cont'd)

| TYPE OF PROGRAM | INSTITUTION | CONTACT |
|---|---|---|
| Cook Training (cont'd) | Vancouver Vocational Inst/ Vancouver Community College 250 West Pender Street Vancouver, B.C. V6B 1S9 | Fred Naso 681-8111 |
| Baking | B.C. Institute of Technology 3700 Willingdon Ave Burnaby, B.C. V5G 3H2 | John Bateman 434-5722 |
| | Vancouver Vocational Inst/ Vancouver Community College 250 West Pender Street Vancouver, B.C. V6B 1S9 | Fred Naso 681-8111 |
| Food Service (including formal service) | B.C. Institute of Technology 3700 Willingdon Ave Burnaby, B.C. V5G 3H2 | John Bateman 434-5722 |
| | Vancouver Vocational Inst/ Vancouver Community College 250 West Pender Street Vancouver, B.C. V6B 1S9 | Fred Naso 681-8111 |
| | East Kootenay C. College Box 8500 Cranbrook, B.C. V1C 5L7 | Philip Schettini 489-2751 |

Other institutions throughout the province offer food service training when a demand exists in the local industry.

| TYPE OF PROGRAM | INSTITUTION | CONTACT |
|---|---|---|
| Travel and Tourism) (tourism administration & marketing) | B.C. Institute of Technology 3700 Willingdon Ave Burnaby, B.C. V5G 3H2 | Bob Brett 434-5734 |
| Restaurant Management | Open Learning Institute 7671 Alderbridge Way Richmond, B.C. V6X 1Z9 | Maureen Lawrence 270-4131 |

B.C. MINISTRY OF EDUCATION (cont'd)

| TYPE OF PROGRAM | INSTITUTION | CONTACT |
|---|---|---|
| Motel Management | Open Learning Institute<br>7671 Alderbridge Way<br>Richmond, B.C.<br>V6X 1Z9 | Maureen Lawrence<br>270-4131 |
| Ski Resort Operation & Management | Selkirk College<br>Box 1200<br>Castlegar, B.C.<br>V1N 3J1 | Peter Wood<br>352-6601 |
| Cook Training (includes training at Short Order, Camp & Institutional & A La Carte levels) | B.C. Institute of Technology<br>3700 Willingdon Ave<br>Burnaby, B.C.<br>V5G 3H2 | John Bateman<br>434-5722 |
| | Camosun College<br>3100 Foul Bay Road<br>Victoria, B.C.<br>V8P 4X8 | Helmut Huber<br>592-1281 |
| | Cariboo College<br>Box 3010<br>Kamloops, B.C.<br>V2C 5N3 | Martin Bucher<br>374-0123 |
| | East Kootenay C. College<br>Box 8500<br>Cranbrook, B.C.<br>V1C 5L7 | Philip Schettini<br>489-2751 |
| | College of New Caledonia<br>3330-22nd Ave<br>Prince George, B.C.<br>V2N 1P8 | Herman Wuest<br>562-2131 |
| | Malaspina College<br>900 - 5th Street<br>Nanaimo, B.C.<br>V9R 5S5 | Hubert Scheck |
| Travel Agent | Opening Learning Institute<br>7671 Alderbridge Way<br>Richmond, B.C.<br>V6X 1Z9 | Maureen Lawrence<br>270-4131 |

B.C. MINISTRY OF EDUCATION (cont'd)

| TYPE OF PROGRAM | INSTITUTION | CONTACT |
|---|---|---|
| Travel Agent (cont'd) | Vancouver Vocational Inst/ Vancouver Community College 250 West Pender Street Vancouver, B.C. V6B 1S9 | Jack Hill 681-8111 |
| | Douglas College Box 2503 New Westminster, B.C. V3L 5B2 | Peter Benson 520-5400 |
| | Okanagan College 1000 KLO Road Kelowna, B.C. V1Y 4X8 | Marlene Law 762-5445 |
| | Camosun College 3100 Foul Bay Road Victoria, B.C. V8P 4X8 | Christine Oulton-Smith 592-1281 |
| RECREATION/ LEISURE | Malaspina College 900 - 5th Street, Nanaimo, B.C. V9R 5S5 | Daryl Mansbridge Tel. 753-3245 |
| | Vancouver Community College Langara Campus 100 West 49th Ave., Vancouver, B.C. V5Y 2Z6 | Norm Olenick & Brian Pendleton Tel. 324-5511 |

The province's three universities (the responsibility of the B.C. Ministry of Universities, Science and Communication) offer various academic programs in tourism/hospitality and recreation, through both classroom and distance education delivery:

| | |
|---|---|
| University of British Columbia<br>School of Physical Education and Recreation<br>2075 Wesbrook Place,<br>Vancouver, B.C. V6T 1W5<br>- recreation education/management | Dr. Eric Broom<br>Tel. 228-3903 |
| University of Victoria<br>School of Physical Education<br>Box 1700<br>Victoria, B.C. V8W 2Y2<br>- recreation management | Geraldine Van Gyn<br>Tel. 721-7211 |

B.C. MINISTRY OF EDUCATION (cont'd)

| INSTITUTION | CONTACT |
|---|---|
| Simon Fraser University<br>Burnaby, B.C. V5A 1S6 | Ann Popma,<br>Continuing Education<br>Tel. 291-3649 |

- offers the Foundation Program in Tourism Management, business administration for tourism professionals and general managers. (The development of this program was funded by the B.C. Ministry of Tourism).

As well, the Knowledge Network, a provincially funded broadcast delivery system for educational programs, offers a financial management telecourse applicable to the accommodation sector.

CONTACT: Project Officer
Knowledge Network
2206 East Mall
University of British Columbia
Vancouver, B.C. V6T 1W5 Tel. 224-6511

In addition to the ongoing programs, the Ministry of Education funds:

a number of tourism/hospitality courses through Continuing Education programs at provincial post-secondary colleges and institutions. Offered, where local demand warrants it, are: Front Office Clerk Training, Waiter/Waitress Training, Housekeeping, Short-Order Cook, Bar Management, and Bartending.

Career preparation programs in hospitality/tourism (food services) at a number of secondary schools in the province

CONTACT Co-Ordinator of Hospitality
B.C. Ministry of Education
5th Floor - 620 Superior Street
Victoria, B.C. V8V 2M4 Tel. 387-4611
L. 425

B.C. MINISTRY OF EDUCATION (cont'd)

**Curriculum & Resource Materials**

Although the Provincial Hospitality Industry Resource Centre (PHIRC) (formerly at the Vancouver Vocational Institute) has closed, its print materials are now kept at the Provincial Post-Secondary Resource Centre, Ministry of Education (5th Floor - 620 Superior Street, Victoria). It offers curriculum, instructional, and professional development materials for post-secondary institutions and industry. Reference services are available in person, by mail, telephone, and telex.

CONTACT: Co-ordinator,
Provincial Post-Secondary Resource Centre
B.C. Ministry of Education
5th Floor - 620 Superior Street
Victoria, B.C. V8V 2M4 Tel. 387-4611, L.419
Telex 049-7109

All of the audiovisual materials are now kept at the Vancouver Vocational Institute Library. The materials address such topics as advertising, careers, customer/staff relations, food preparation and service, handling money, tourism and travel, wines, and bartending.

CONTACT Media Library
Vancouver Community College, Langara Campus
100 West 49th Avenue
Vancouver, B.C. V5X 2Z6

## B.C. MINISTRY OF ENVIRONMENT

### Information Services

The Ministry of Environment offers a wide variety of information on the wildlife and freshwater fish native to British Columbia, and on the regulation and licencing of related activities such as hunting, sports fishing in freshwater, and trapping.

CONTACT: Public Information Officer
Fish & Wildlife
Ministry of Environment
780 Blanshard Street
Victoria, B.C. V8W 2H1

Tel. 387-4573

License and Permits Officer
Information and Licensing
Fisheries Branch
B.C. Ministry of Environment
780 Blanshard Street
Victoria, B.C. V8V 1X5 Tel. 387-4573

## B.C. MINISTRY OF FORESTS

As part of its management of Crown forest and range lands, the Ministry of Forests recognizes and protects recreation and aesthetic values, and installs and maintains recreation facilities.

### Information Services

Through its Recreation Management Branch, the Ministry of Forests publishes map brochures of the trail and recreation site facilities it provides on Crown land within the various Forest Districts.

(Below contact the following for obtaining brochures)

| | | |
|---|---|---|
| CONTACT: Vancouver | Regional Recreation Officer<br>Ministry of Forests<br>4595 Canada Way<br>Burnaby, B.C.<br>V5G 4L9 | Tel. 660-7608 |
| Prince Rupert | Regional Recreation Officer<br>Ministry of Forests<br>Bag 5000<br>Smithers, B.C.<br>V0J 2N0 | Tel. 847-7425 |
| Prince George | Regional Recreation Officer<br>Ministry of Forests<br>1011 - 4th Avenue<br>Prince George, B.C.<br>V2L 3H9 | Tel. 565-6193 |
| Kamloops | Regional Recreation Officer<br>Ministry of Forests<br>515 Columbia Street<br>Kamloops, B.C.<br>V2C 2T7 | Tel. 828-4137 |
| Nelson | Regional Recreation Officer<br>Ministry of Forests<br>518 Lake Street<br>Nelson, B.C.<br>V1L 4C6 | Tel. 354-6286 |

B.C. MINISTRY OF FORESTS
Information Services (cont'd)

Cariboo

Regional Recreation Officer
Ministry of Forests
540 Borland Street
Williams Lake, B.C.
V2G 1R8

Tel. 398-4420

(Contact for obtaining brochure indexes)

Victoria

Director
Recreation Management Branch
Ministry of Forests
1450 Government Street
Victoria, B.C.
V8W 3E7

Tel. 387-1946

## B.C. MINISTRY OF INDUSTRY AND SMALL BUSINESS DEVELOPMENT (ISBD)

### SMALL BUSINESS AND REGIONAL INDUSTRIAL DEVELOPMENT DIVISION

This division's primary objectives are to encourage expansion and diversification of the provinces' industrial base, to help improve and promote a positive investment climate, and to support the development and viability of independently owned businesses. To these ends, it offers a variety of programs and services to support private sector investment and business initiatives, including some designed specifically to assist tourism, and others for which tourism is only one of many industrial sectors eligible.

The division was a major player in the federal-provincial negotiations for the Economic and Regional Development Agreement (ERDA), signed November 23, 1984, which - like its predecessor the General Development Agreement - provides a framework in which sector and project-specific subsidiary agreements can be developed. A sub-agreement for tourism was signed August 21, 1985 with ISBD, the B.C. Ministry of Tourism, and the federal Department of Regional Industrial Expansion each responsible for one of its three programs: Product Development; Industry Training, Development and Research; and International Marketing, respectively.

**Financial Assistance:**

Tourism Product Development Program: This program, one of three under the sub-agreement, offers financial assistance to projects that fall within one of three categories: destination resort development; major attraction; or major event. Its focus is on facility development, rather than marketing.

**Eligibility:** Projects must offer potential as a major tourist destination or be a component of a destination. Motels, restaurants, and small recreational facilities on their own are not eligible. Projects must meet a minimum proposed size: for expansion or upgrade of an established facility, $150,000; for the addition of new facilities in a major established resort, $400,000; and for a major new attraction or event that will serve as a travel destination, $1 million. Guidelines will be sent on request, along with a preliminary application form. Each application will be assessed by the Federal-Provincial Management Committee.

SMALL BUSINESS AND REGIONAL INDUSTRIAL DEVELOPMENT DIVISION (cont'd)

**Assistance:** Low-interest loans (at 2.5% interest rate), up to a maximum of $1 million per project, are available for 25% of the eligible capital costs (not including land or working capital). The loan is non-renewable after 10 years.

**CONTACT:** John Gray
Director, Travel Industry Incentive Branch
B.C. Ministry of Industry and Small Business Develop.
6th Floor, 1405 Douglas Street
Victoria, B.C. V8W 3C1 Tel. 387-4521

Small Business Venture Capital (SBVC) Program: This program offers financial incentives to encourage the establishment of private sector venture capital companies (VCC's) which will make equity investments in four prescribed types of small businesses, one of which is tourism.

**Assistance:** Investors form a Small Business VCC and, for providing investment capital, receive from the province either a 30% tax credit (if they are taxable individuals or corporations) or a grant (if they are non-taxable institutions). A VCC must have minimum equity capital of $25,000 on registration and $100,000 after 1 year, to an upper limit of $5 million.

**Eligibility:** To be considered eligible to receive the support of this venture capital, a small business must 1) be operating at arm's length from the investing VCC; 2) have no more than 75 employees; 3) pay at least 75% of its wages and salaries to employees working at operations in British Columbia; and 4) be primarily engaged in - among other designated businesses - tourism activities that cater specifically to destination resorts, tourism charter services and major attractions.

**CONTACT:** SBVC Program
B.C. Ministry of Industry and Small Business Devel.
6th Floor, 1405 Douglas Street
Victoria, B.C. V8W 3C1 Tel. Victoria 383-1612
Vancouver 660-1152
Toll Free 1-800-663-0648

Community Organizations for Economic Development (COED) Program: Under the umbrella provincial-municipal "Partners in Enterprise" agreement, this program is funded and administered by ISBD. Its Special Projects Program element is aimed at helping communities to fund projects and organize events that enhance local awareness and understanding of economic conditions, and that stimulate the economic development process at the municipal level. The Ministry will share the cost of economic promotions, such as the design of advertising campaigns for the production of a promotional video tape, and market research focussed on local economic development.

SMALL BUSINESS AND REGIONAL INDUSTRIAL DEVELOPMENT DIVISION (cont'd)

**Eligibility:** Only a municipality or a group of municipalities may apply for funding, and they must 1) have a suitably structured economic development organization; and 2) have initiated an economic development strategy, either independently or with the assistance of the Economic Strategy Planning Grants Program (another sub-program of Partners in Enterprise, funded and administered by the Ministry of Municipal Affairs).

**Assistance:** Successful municipal applicants will receive a grant to cover 50% of the cost of the approved project, to a maximum of $5,000 per project per municipality, subject to fund availability. Allocation of these funds is entirely at the discretion of ISBD, but special attention will be given to applications from economically depressed areas of British Columbia, and from municipalities demonstrating exceptional local potential. Grants may only be used to cover direct expenses incurred by the municipalities in organizing and promoting the special project.

**CONTACT:**

Prior to the submission of an application it is recommended that a municipality contact the Ministry (see below) to discuss the type of proposal and its suitability for support under this program. An application for funding should be made by written request to ISBD and should include a copy of the economic development strategy, a full description of the special project, the estimated project costs, and a list of the other participating municipalities, if any. The contact is:

Ian Back
Economist, Community Economic Development
B.C. Ministry of Industry and Small Business Develop.
310 - 1405 Douglas Street
Victoria, B.C. V8W 3C1 Tel. 387-4521

Management Assistance Program (MAP): Small new or existing businesses may receive assistance in undertaking consultative projects to improve their economic viability or their potential for expansion.

**Eligibility:** Proposed and existing businesses, business associations, and groups may qualify for this assistance. Projects already committed are ineligible, and ISBD approval must be received before a consultant is hired.

**Assistance:** Financial support is available for hiring consultants to study a specific management or planning aspect of a business's operations. Funds are not provided to cover the salaries of regular employees of the business. The program reimburses the firm for 50% of the costs incurred, to a maximum of $5,000. Assistance under this program is available only if the project is not eligible under any other government program.

SMALL BUSINESS AND REGIONAL INDUSTRIAL DEVELOPMENT DIVISION (cont'd)

Assistance to Associations Program (AAP): Business, trade, and industry associations may receive assistance in providing management development opportunities for their members.

Eligibility: Established or proposed business, trade, or industry associations may apply, but the application must be received from an official of the association and not an individual member. Projects already in progress are ineligible.

Assistance: Grants up to $2,500, on a 50% cost-share basis, are available for the conduct of seminars and research studies, for the development of learning materials, and for sending a delegate to a seminar or conference. An association can have more than one project under way in any one year, but the total AAP support received for that year must not exceed $2,500.

Student Venture Loan: A program sponsored jointly with the Ministry of Labour, to provide interest-free loans to students who wish to plan and operate their own summer business.

GENERAL CONTACT: Small Business Centre,
B.C. Ministry of Industry and Small Business Develop.,
Suite 315, Robson Square - 800 Hornby Street,
Vancouver, B.C. V6Z 2C5 Tel. 660-1152

## Counselling Services

Small Business Counselling: Free, confidential counselling is available on all aspects of business, particularly financial, marketing, production and management, and business planning.

Business Information Centre (BIC): There are over 70 of these centres throughout the province, operated by Chambers of Commerce and other local agencies. They are linked directly to the main Small Business Services offices in Vancouver and Victoria by telephone. Each centre offers literature, information, and referals to appropriate sources of assistance.

## B.C. MINISTRY OF LABOUR

The Ministry of Labour funds a range of programs designed to provide on-the-job training for individuals requiring basic job skills and skills upgrade. Most of these programs provide financial assistance to the employer in the form of a wage subsidy to underwrite the costs incurred for training a new employee. Other financial programs supported by the Ministry offer loans or non-repayable grants to youths or students for employment ventures or pre-employment and upgrading training. Assistance for apprenticeship training, as well as information and regulatory services, are also offered by the Ministry of Labour.

### Financial Assistance

Rehabilitative Employment Activities: These programs are aimed at increasing the participation and employability of disabled or disadvantaged individuals in the labour force:

Disabled Persons: This program provides reimbursement of 50% of the hourly wage for provate sector employers who provide opportunities to disabled persons to develop skills, which will assist them in entering the work force. Non-profit organizations may be approved for 100% of wages, employee benefits and holiday pay.

In addition, funds may be available for work-site modification and equipment, to a maximum of $3,000.00 to facilitate employment.

Income Assistance Program: This program provides up to 50% of the wages paid to a maximum of $2.50 per hour. The programs is designed to provide clients of Ministry of Human Resources with opportunities to develop skills which will assist them in entering the work force.

Women's Non-Traditional: THis program is desinged to encourage and increase the participation of women in those areas of employment normally considered as on-traditional. It will provide women with the opportunity to develop skills which could lead to full-time employment. The funding provides for reimbursement to the employer of up to 50% of the wages paid to a maximum of $2.50 per hour.

Vocational Rehabilitation Services: This program's goal is designed dto assist persons who are physically or mentally disabled to remove or reduce the handicapping condition in order to facilitate their access to gainful employment.

Employment Stimulation Activities: Summer job creation programs offer tourism/hospitality employers funding assitance to hire youth and students:

B.C. MINISTRY OF LABOUR (cont'd)

Student Venture Loan Program: This is a jointly funded program of the B.C. government andthe Federal government. It offers interest free loans to students who wish to plan and operate their own small business.

**Eligibility** Applicants must be 15 years or over and be returning tohigh school, college or university in the fall of 1986 as full time students. The business must be carried out between April 1, 1986 and September 30, 1986.

**Assistance** Students are provided with business start-up money to a maximum of $2,000 per individual venture and $3,000 per partnership venture. The loan is interest free between April 1, 1986 and September 30, 1986.

**CONTACT:** The nearest Chamber of Commerce or Board of Trade office

Challenge '85 - A joint Federal/Provincial summer youth employment program. It provides funds to private sector employers on a cost sharing basis and provides youth and students with opportunities to develop skills which will assist them in entering the work force.

**Eligibility:** Unemployed persons or students between the ages of 15 - 24. Preference given to B.C. residents. Students must have attended an accredited educational institution for at least one semester since October 1, 1986 on a full time basis.

**Assistance:** The employers will be reimbursed up to 50% of wages paid to a maximum of $2.50 per hour. In the case of Tourism and non-profit employers are reimbursed to a maximum of $3.65 per hour. In addition Tourist Informtion Centres and Museums may receive reimbursement of wages paid to employees for statutory holidays and mandatory employment related costs (i.e. UI, CPP, Vacation Pay). Tourist Information Centres may receive reimbursement up to $20 and Museums $25 for actual course costs, they may both receive up to $25 per day per participant for travel costs where employees complete the Travel Counselling Techniques Course or the Basic Museum Training Seminar.

Student Grant Program: The Ministry of Labour provides limited financial assistance to students registered in private trade schools. Non-repayable grants varying from $100 to $500 may be awarded to students who demonstrate financial need and are enrolled in approved programs. There is no assistance earmarked specifically for students in tourism/hospitality programs.

**CONTACT:** Private Trade Institutions
Ministry of Labour
Rm 310, 4946 Canada Way
Burnaby, B.C. V5G 4J6 Tel. 660-7244

## B.C. MINISTRY OF LANDS, PARKS AND HOUSING

The Parks and Outdoor Recreation Division of the Ministry of Lands, Parks and Housing manages the province's parklands, co-ordinates the development and implementation of outdoor recreation policies and programs, and encourages outdoor safety. The Ministry's recent efforts to reduce operating costs while maintaining existing levels of service have resulted in its inviting the private sector to operate various services in selected parks and campgrounds, and concessions within them. Inquiries should be directed to the Ministry.

As well, the Ministry grants Crown land to communities and regional districts for park use; administers river rafting and small boat standards on behalf of the federal government, and snowmobiling standards on behalf of the provincial government; and handles applications from private sector businesses and organizations to lease Crown land for uses varying from resource extraction to commercial filming.

### Information Services

The Ministry offers visitor information services throughout British Columbia's provincial parks system, conducts interpretation programs in numerous parks, has nature and history displays at several visitor centres, and publishes brochures, booklets, and study results on outdoor recreation safety and park issues.

### Financial Assistance

Volunteer Grants-in-Aid Program: Funds are available to non-profit organizations (such as groups in the the Outdoor Recreation Council) willing to carry out such projects as ski trail clearing or a public safety awareness program (for example, the recent Safe Boating Information Program). Through this program the Ministry aims to encourage other organizations and agencies to develop educational programs, provide volunteer services and produce publications.

**Eligibility:** Only non-profit organizations may apply, and project proposals must be of general benefit to the outdoor public. All labour must be volunteered.

**Assistance:** Approximately $500 - 1,000 per group is available, to cover expenses such as travel or equipment purchase. Funds are limited

**CONTACT:** Operations Officer, Park Programs Branch

and Information Programs Officer, Park Programs Branch
B.C. Ministry of Lands, Parks and Housing
633 Courtney Street
Victoria, B.C. V8W 1B9 Tel. 387-5002

## B.C. MINISTRY OF MUNICIPAL AFFAIRS

The Ministry of Municipal Affairs acts as the official liaison between the provincial government and British Columbia municipalities and regional districts, and in that role it provides financial and administrative advisory resources to support local government operations and community planning.

### Financial Assistance

Partners in Enterprise: Although the Ministry provides no direct assistance to tourism, the new 5-year provincial municipal Partnership Act, designed to offer major economic incentives (such as property tax and licence fee relief) to participating municipalities, may well benefit the tourism sector in its bid to stimulate private sector development and job creation. As well, mainly through its shared cost funding for the development of local strategy plans, various participating municipalities can be expected to support tourism initiatives. The programs (described below) are complemented by the new Community Organizations for Economic Development program of the B.C. Ministry of Industry and Small Business Development.

Eligibility: Only municipalities may enter into this partnership agreement with the province. The municipality becomes the front-line recipient for funds, after which it may designate project responsibilities to Chambers of Commerce, local trade associations, or any other private sector group they choose.

Assistance: Tourism/hospitality businesses might benefit from financial assistance in:

Economic Strategy Plans: Grants to fund up to 50% of approved outside costs of preparing or upgrading a local economic development plan are available from the Ministry through direct application by the municipalities. There is no upper limit on the amount of funding that may be granted, but plans must provide an analysis of local economic conditions; an evaluation of development opportunities for expanding existing businesses and attracting new ones; and a strategy for developing the identified opportunities.

Marketing Municipal Property: Streamlined procedures and marketing techniques for selling commercial land will be put into effect through changes to the Municipal Act. Municipalities will no longer have to offer 3-months notice to sell industrial commercial land, when they use a licenced realtor as a marketing agent.

B.C. MINISTRY OF MUNICIPAL AFFAIRS (cont'd)

CONTACT: Executive Director, Policy and Research Branch
B.C. Ministry of Municipal Affairs
5th Floor, 747 Fort Street
Victoria, B.C. V8W 3El Tel. 387-4050

Counselling Services

Partners in Enterprise: A co-ordinator for the Economic Partnership Program has been hired to provide municipalities and the business community with information on the program.

CONTACT: Co-ordinator, Economic Partnership Program
Tel. 387-4090

## B.C. MINISTRY OF PROVINCIAL SECRETARY AND GOVERNMENT SERVICES

Through its Recreation and Sport Branch, the Ministry encourages individual participation in all levels of recreation and sport, and supports the development of amateur sport. Through the Heritage Conservation Branch it encourages and assists local agencies to identify and protect heritage resources, and promotes provincial heritage awareness with public education and information programs. The Cultural Services Branch promotes and supports the development of the arts in the province.

### Financial Assistance

Amateur Sports and Recreation Fund: The Recreation and Sport Branch offers grants to recreation and sports governing bodies for assistance in the staging of competition and sports events. Grants vary according to such factors as the level of the sporting event, the expected number of participants and spectators it is likely to attract, and how well organized and/or established the organizing body is. It is important to note that the emphasis is on assisting the development of amateur sport (through support for programming, training, facilities, competition) rather than the development of a tourism attraction or event per se.

Heritage Trust Fund: Financial assistance is available for conservation and restoration through the Heritage Conservation Branch. Eligibility for assistance, however, limits applicants to those representing non-profit societies or organizations. For details on the eligibility criteria, contact the Branch directly.

CONTACT: Manager
Heritage Trust Fund, Heritage Conservation Branch
B.C. Ministry of Provincial Secretary and
Government Services
333 Quebec Street
Victoria, B.C. V8V 1X4 Tel. 387-1011, L.300

Cultural Services Branch: Grants are available to support professional and amateur arts groups and organizations, and some student scholarships are offered.

CONTACT: Co-ordinator,
Community and Regional Arts Program
Tel. 387-1011, L. 258

Performing Arts Co-ordinator
Tel. 387-1011, L. 259

B.C. MINISTRY OF PROVINCIAL SECRETARY AND GOVERNMENT SERVICES (cont'd)

Individual Assistance/Training Co-ordinator
Cultural Services Branch
B.C. Ministry of Provincial Secretary and Government
Services
333 Quebec Street
Victoria, B.C. V8V 1X4 Tel. 387-1011, L. 257

Information/Counselling Services

Information and advice on the staging or development of sports, heritage, or cultural events and attractions are offered by the Ministry.

CONTACT: Recreation Consultant
Recreation and Sport Branch Tel. 387-1011, L. 270

Sport Consultant
Recreation and Sport Branch Tel. 387-1011, L. 266

Regional Advisor Program
Heritage Conservation Branch Tel. 387-1011, L. 331

Manager, Consulting Services
Cultural Services Branch Tel. 387-1011, L. 260

## TOURISM BRITISH COLUMBIA

**Financial Assistance**

Tourism Industry Support Program: This program, one of three under the federal-provincial ERDA sub-agreement, provides financial support in three areas: (1) to industry associations to develop and present manpower and management training materials; (2) for the conduct of major research activities of broad applicability and interest to the industry; and (3) to industry and government for the conduct of specific opportunity identification research.

**Eligibility:** (1) Training and Professional Development component - Recognized B.C. tourism industry associations may apply for assistance with respect to on-the-job staff training manuals, management training seminars and audio visual materials. (2) Industry Assistance component - B.C. tourism industry associations are eligible to apply for assistance with research and publication of information of broad and direct relevance to the growth of the industry, how-to publications, and industry development seminars. (3) Research and Opportunity Analysis component - Tourism industry associations, individual tourism operators, local and regional governments and the federal and provincial governments can apply for assistance with major entry/exit surveys; opportunity identification studies, and selected research and analysis required by the sub-agreement Management Committee. Guidelines will be sent on request, along with a preliminary application form.

**Assistance:** (1) Up to 100% of eligible costs to a project maximum of $100,000. (2) Up to 100% of eligible costs to a project maximum of $100,000. (3) Up to 100% of eligible costs to a project maximum of $50,000. Eligible project costs must exceed $10,000. Applicants normally will be expected to provide a significant contribution to the funding for a study.

**CONTACT:** Wayne Carter
Director, Industry Development
Tourism British Columbia
1117 Wharf Street
Victoria, British Columbia V8W 2Z2 Tel. 387-1533

TOURISM BRITISH COLUMBIA (cont'd)

Partners in Tourism: The "Partners in Tourism" program provides for Ministry of Tourism funding of up to 50% of private sector initiated tourism advertising and promotional activities within the framework of approved Regional Tourism Association marketing plans. An essential element of eligibility under this program is that marketing initiatives contribute to the overall marketing of the Tourism Region as a destination. Advertising and promotions must be a collaborative effort involving regional advertisers, controlled, coordinated and contracted for by the Regional Tourism Associations.

In addition, grants are made to the Regional Tourism Associations by the Ministry of Tourism, as financial assistance toward adminstrative costs. These grants are conditional on presentation of Annual Marketing Plans. Actual administrative expenses must exceed the amount of the grant.

CONTACT: Jim Lawson
Director, Domestic Marketing
Tourism British Columbia
#222-800 Hornby Street
Vancouver V6Z 2C3 Tel. 660-2861

Training Assistance

SuperHost Program: SuperHost is an industry-based hospitality training program directed at both operators and employees of B.C. business. Sponsors are asked to sign a pledge to provide quality service, fair exchange and hospitality to visitors. Employees are asked to take an eight-hour hospitality course. The program is administered by community groups with an interest in training hospitality industry workers. Tourism B.C. provides training for the trainers, all course materials, appropriate promotional materials and support services. A major marketing campaign will be unertaken by Tourism B.C. to urge visitors to support SuperHost businesses.

Travel Counselling Techniques Course: Tourism B.C. provides instructors for this 5-day program designed to train individuals working in information centres. The course is offered each spring by community colleges in a variety of locations throughout the Province.

CONTACT: Rick Lemon
Director, Industry Services
Tourism British Columbia
1117 Wharf Street
Victoria V8W 2Z2 Tel. 387-3558

TOURISM BRITISH COLUMBIA (cont'd)

Counselling Assistance

The Development Branch of the Ministry offers counselling, advice and assistance to persons interested in starting or improving tourism businesses in British Columbia.

CONTACT: Industry Development Branch
Ministry of Tourism
1117 Wharf Street
Victoria V8W 2Z2 Tel. 387-1533

Information Services

The Research Division of Tourism B.C. has available up-to-date statistics and data on the state of the tourism industry in the Province.

CONTACT: Research Services Branch
Ministry of Tourism
1117 Wharf Street
Victoria V8W 2Z2 Tel. 387-1428

## B.C. MINISTRY OF TRANSPORTATION AND HIGHWAYS

### Information Services

Through the Transportation Department's Engineering Branch in Burnaby, this Ministry has the authority to establish design standards and operating and maintenance criteria for aerial tramways (including chair lifts and rope tows) in British Columbia. Inspecting the construction of new lifts, granting operating certificates, and conducting annual inspections of aerial tramways also come under this branch.

The Motor Vehicle Department regulates and licenses recreational vehicles and public transportation vehicles.

**CONTACT:** Direct inquiries to:

Chief Inspecting Engineer
Ministry of Transportation and Highways
4299 Canada Way
Burnaby, B.C. V5G 1H3 Tel. 437-8691

For information on signage:

Traffic Engineer
Highway Planning and Traffic Branch
B.C. Ministry of Transportation and Highways
4C, 940 Blanshard Street
Victoria, B.C. V8W 3E6 Tel. 387-5061

REGIONAL AND MUNICIPAL
GOVERNMENT ASSISTANCE

## LOCAL GOVERNMENTS: MUNICIPALITIES AND REGIONAL DISTRICTS

Although, for the most part, Regional Districts and Municipalities seek rather than provide assistance for tourism projects, as do private sector businesses and non-profit organizations, they can provide information and legislative support to the latter groups.

### Information Services

Regional Districts: Regional Districts, under the authority of the Municipal Act, carry out community planning functions in unorganized territory, including the evaluation of land use alternatives. By assuming Letters Patent they may also adopt additional specific functions such as tourism, economic development, and regional and community park operation. Many of the 18 Regional Economic Development Commissions offer services and assistance to the tourism industry, and should be contacted.

CONTACT: The Regional District

Municipal Government: Municipalities include all cities, districts, towns and villages incorporated under the Municipal Act, and to varying degrees many have identified tourism as part of their economic base. New opportunities for focussing on tourism development may soon be realized by municipalities that choose to enter into a partnership agreement with the provincial government under the new Partnership Act of the B.C. Ministry of Municipal Affairs.

At present, municipalities chiefly offer information services to the tourism sector in the form of local socio-economic data. Those that have Municipal Economic Development Commissions may offer other services and forms of assistance to the tourism industry, and should be contacted directly.

CONTACT: The Municipal Planning Department

## ECONOMIC DEVELOPMENT COMMISSIONS

### Information Services

Eighteen Regional Economic Development Commissions and nine Municipal Economic Development Commissions co-ordinate and promote business and economic development at the local level, and some offer information services to the tourism industry. (Under the provincial-municipal "Partners in Enterprise" agreement, the Community Economic Development Branch of the B.C. Ministry of Industry and Small Business Development will be providing support for economic development officers in the form of a cost-share arrangement of salaries and expenses.)

**CONTACT:** Refer to Appendix 3

# FINANCIAL INSTITUTION ASSISTANCE

## FEDERAL BUSINESS DEVELOPMENT BANK (FBDB)

The Federal Business Development Bank is a Crown Corporation whose objective is to promote and assist most types of businesses in Canada either at the start-up or a later stage of development. It focuses particularly on the needs of small and medium-sized businesses.

The FBDB offers three principal services to the business community: financial, management, and investment banking. It is the first two of these services from which tourism-related businesses in British Columbia benefit.

### Financial Services

The FBDB offers term loans, loan guarantees, and a Financial Planning Program for worthwhile projects whose proponents are unable to meet the terms or conditions set by financial institutions in the private sector.

Term Loans: The FBDB offers term loans for the acquisition of capital assets such as land, building, machinery, and equipment, at floating rates or fixed periods 1 to 5 years. Longer-term loans may be available depending on such factors as the type of financing and the borrower's request. Term loans may also be secured to finance other types of business proposals, for example, the purchase of an existing business, replenishment of working capital, and working capital loans to finance increasing sales. There is no set maximum or minimum amount for loans.

Eligibility: To qualify for term loans, businesses must be located in Canada and meet credit criteria of repayment ability, management, security and owners investment.

Repayment: There is a variety: equal or graduated monthly payments of principal (straight-line or stepped payments), or seasonal payments for businesses with revenues that fluctuate with the seasons.

Loan Guarantees: The FBDB can act as guarantor for a client in the latter's dealings with a chartered bank or other financial institution. A small commission is charged for this service, and the security required is usually the same as that required for a term loan.

Financial Planning Program: This includes three services offered by the FBDB to help businesses maximize their chances of getting financial support from lending institutions, investors, or government agencies:

FEDERAL BUSINESS DEVELOPMENT BANK (FBDB) (cont'd)

Financial Matchmaking - This is a referral service that matches available private investors with business people seeking funds. When a potential match is identified, each party's investment objectives are outlined to the principals, who are subsequently introduced. The FBDB remains neutral in these dealings. There is a $200 registration fee and a finder's fee that varies according to the size of the investment made (5% for up to $50,000; 4% for $50,000 - 100,000; 3% for $100,000 - 250,000; 2% for $250,000 - 500,000 and 1% for more than $500,000.

Do-It-Yourself Kits - These provide all the forms, documentation, and explanation necessary to help a small business operator in major aspects of business planning. Kits are now available on the following topics: Arranging Financing; Forecasting and Cash Flow Budgeting; Analyzing Financial Statements; Evaluating the Purchase of a Small Business; Credit and Collection Tips. There is a charge of $10 per kit.

Packaging of Financial Proposals - This service is designed for larger projects. The FBDB's Project Development Team will do an analysis of the client's existing or proposed business and, in conjunction with the company and its advisors, will prepare a comprehensive report that can be used by financial or government institutions to assess the client's application for funding. The Team will structure the financial proposal according to the specific needs of the business, and will develop a package that may include financial vehicles such as short-term loans, long-term loans, equity financing, government grants, or a combination of these. As well, the FBDB can act as intermediary on behalf of the client, by presenting the proposal to other financial institutions of government agencies. The charge for this service varies according to the size of the project, but is approximately 1% and is negotiable for larger projects.

Management Services

Through a number of services and programs the FBDB provides business counselling, training, and information for small and medium-sized businesses in Canada:

The CASE Program (Business Counselling)

CASE counsellors, more than 1500, are retired business people who provide advice in all areas of business management, both general and specific, including accounting, marketing, production, and personnel. A counsellor visits the client's place of business to discuss and analyze problems and opportunities, and then prepares a confidential report of findings and recommendations. This is submitted on the basis of a work program.

FEDERAL BUSINESS DEVELOPMENT BANK (FBDB) (cont'd)

**Eligibility:** Any type of business is eligible for CASE services, as long as it has no more than 75 employees. Being a borrower from FBDB is not a pre-requisite and counselling costs are moderate . Travel expenses of counsellors are paid by the FBDB.

**CONTACT:** For more information on CASE, contact the FBDB Regional Office in Vancouver (address below) or the nearest CASE office (see Appendix 3).

Business Management Seminars: The seminar program offers at low cost a variety of full and half-day seminars on such topics as bookkeeping, marketing, taxation, and finance. Seminars, each based on an extensive discussion and analysis of a case study, are aimed at owners or managers of small and medium-sized businesses and at those individuals wanting to start a business. The topics covered include: General Management (Starting Your Business; Time Management; Tax Tips; Board of Directors; A Computer: Is It The Answer?); Marketing (Surveying Your Market; Advertising and Promotion; The Product and The Price; Retailing; Exporting Your Product); Financial (Financial Statements; Forecasting; Effective Cash Management; Financial Analysis; Bookkeeping; Increasing Your Profits; Arranging Financing); Personnel (Motivating Your Personnel; Recruiting and Selecting Personnel; Human Resource Planning). As well, the FBDB will develop, or assist in developing and organizing, "joint seminars" to meet the particular requirements of industrial associations or professional groups.

Management Clinics: The clinics involve a 15 - 20 minute video-tape presentation in any FBDB branch, focusing on a single business management topic. A workbook accompanies the presentation and can be completed at the participant's leisure. Presentations are available on an individual basis, and cover such topics as Credit and Collection, Insurance Needs, and Inventory/Merchandising Control.

Business Management Courses: The FBDB designs and publishes these courses for business people who want to improve their management skills. Courses adopt a case study method, with participants applying what they have learned to a realistic business situation. Courses are distributed in collaboration with the B.C. Ministry of Education, and are offered by community colleges in the evening, usually over a 10-week period.

FEDERAL BUSINESS DEVELOPMENT BANK (FBDB) (cont'd)

Information Services: Through its Small Business Information Service the FBDB offers business people a wide range of free information on federal, provincial, and municipal programs relevant to specified needs. It also publishes a series of pocketbooks entitled "Minding Your Own Business," which cover such topics as financing, retailing, hospitality management, and manufacturing. The FBDB Branch Management Services Officers will answer enquiries on government assistance programs and provide any additional reference material. Information is available electronically on the Automated Information for Management (AIM) system. This large scale IBM-based system, set up in all regional FBDB offices will provide economic and management counsellors - as well as the business public - quick access to details of financial assistance, advisory information and information services.

GENERAL CONTACT:

British Columbia and Yukon Regional Office
Federal Business Development Bank
900 West Hastings Street,
Vancouver, B.C. V6C 1E7 Tel. 666-7800

# EDUCATIONAL INSTITUTION ASSISTANCE

## PRIVATE TRADE SCHOOLS

### Training Services

A variety of tourism and hospitality-related training and upgrading courses are offered by private trade schools in the province. The B.C. Ministry of Labour regulates their operations. For a detailed list of private trade schools offering these courses in British Columbia, refer to "Private Trade-Schools Registered to Operate in British Columbia" (published by the Ministry of Labour, address below).

CONTACT: Information concerning private trade schools may be obtained from:

Administration Office
Trade-Schools Regulation Branch
B.C. Ministry of Labour
4946 Canada Way
Burnaby, B.C. V5G 4J6 Tel. 291-7591

Information regarding various courses may be obtained from the Private Career Training Association which represents private business and technical and vocational schools and colleges in British Columbia.

TRADE, SECTOR, AND REGIONAL
ASSOCIATION ASSISTANCE

## TRADE AND SECTOR ASSOCIATIONS

All six sectors of the tourism/hospitality industry in British Columbia have within them trade and sector associations which represent the specific needs of their members.

### Information/Counselling/Training Services

Both national and provincial tourism/hospitality trade associations offer information, counselling, and training services, although no formal delivery programs are in place.

Information on a particular trade issue, regulation, or standard may be obtained by contacting the association directly. Some have resource centres, as well, where recent industry publications, newsletters, and data may be obtained. Training is limited to short (1 to 5 day) courses or evening seminars put on by an association for its membership. Such sessions are usually only held when demand warrants it, and are generally aimed at upgrading hospitality and food services.

Some of the trade and sector associations of note in British Columbia:

Tourism Industry Association of Canada (TIAC): A national, non-profit organization, TIAC, in co-operation with provincial and territorial industry associations, acts as the spokesman of the travel/tourism industry in Canada. It mainly concerns itself with issues such as taxation, energy policy, airline deregulation, environment and other issues which impact on the canadian tourism industry.

CONTACT: Tourism Industry Association of Canada
Suite 1016 - 130 Albert Street
Ottawa, Ontario K1P 5G4

Tourist Industry Association of British Columbia (TIABC): The provincial equivalent of TIAC, TIABC is now under reorganization. Information and referral services, although somewhat limited at present, are available by contacting TIABC.

CONTACT: Ann Pollock, Executive Director
Tourism Industry Association of British Columbia
4th Floor - 2 Bentall Centre
555 Burrard Street
Vancouver, B.C. V7X 1M8 Tel. 688-4115

TRADE AND SECTOR ASSOCIATIONS (cont'd)

Outdoor Recreational Council: This legal, non-profit society works on behalf of 38 provincial outdoor sport and conservation associations to promote outdoor recreation and education among British Columbians. Through its network of regional committees and a total membership of over 600 outdoor clubs, it provides the public with information on safety and recreation opportunities, and maintains a liaison with all levels of government involved in the various aspects of outdoor recreation.

Although it does not sponsor any courses itself, it does encourage member groups to provide short courses and programs. It also provides a phone-in service through its resource library; has audiovisual materials available on outdoor recreation opportunities and issues; and offers a manual for professional and volunteer organizations providing outdoor recreation services to the public. It has put out more than 20 publications on sport/outdoor safety and recreation, and regularly issues outdoor recreation maps.

CONTACT: Robin Draper, Executive Director
Outdoor Recreation Council of British Columbia
Suite 100 - 1200 Hornby Street
Vancouver, B.C. V6Z 2E2 Tel. 687-3333

A partial list of the major trade and professional associations in British Columbia is provided below. For an up-to-date listing of associations, refer to the latest edition of "Business Resources: Tourism/Hospitality/Recreation" published by the Tourism and Hospitality Resource Inventory Centre for Education (THRICE), Tourism Canada. Members of HIEAC (Hospitality Industry Education Advisory Committee) are indicated with an *.

TRADE AND SECTOR ASSOCIATIONS (cont'd)

Alliance of Canadian Travel Associations (ACTA) - British Columbia *
Maureen Byrnell
700 - 675 W. Hastings Street
Vancouver, B.C. V6B 1N2 Tel. 736-1261

British Columbia Chef's Association *
President
P.O. Box 2007, Main Post Office
Vancouver, B.C. V6B 3P8 Tel. 274-0945

British Columbia Hotels Association
Rick Higgs
1st Floor, Hotel Vancouver
900 W. Georgia Street
Vancouver, B.C. V6C 1P9 Tel. 681-7164

British Columbia Motels, Resorts and Trailer Parks Association *
Earl Hansen
P.O. Box 94449
Richmond, B.C. V6Y 2A8 Tel. 596-4636

British Columbia Restaurant and Foodservices Association *
Don Bellamy
1267 Kingsway
Vancouver, B.C. V5V 3E2 Tel. 879-8801

Canadian Institute of Travel Counsellors of British Columbia *
Elly Hender
c/o P. Lawson Travel
4255 Arbutus Street
Vancouver, B.C. V6J 4R1 Tel. 926-4344

Canadian Tour Guide Association of British Columbia *
Ann Crawford Tel. 669-3304

Canadian Food Service Executives Association *
Jim Engler Tel. 943-9331

## HOSPITALITY INDUSTRY EDUCATION ADVISORY COMMITTEE (HIEAC)

**Information/Training Assistance**

A non-profit organization of the tourism industry, HIEAC's mandate is to develop tourism/hospitality education and training programs in British Columbia. It is recognized by the public and private sectors as being a representative agency of the industry, and acts as the industry/government liaison for its membership by providing advisory services to the B.C. Ministry of Education and to other public and private agencies and organizations. It is funded principally by its membership:

Alliance of Canadian Travel Associations (ACTA) - British Columbia
British Columbia Chef's Association
British Columbia Motels, Resorts and Trailer Parks Association
British Columbia Restaurant and Foodservices Association
Canadian Institute of Travel Counsellors of British Columbia
Canadian Tour Guide Association of British Columbia
Canadian Food Service Executive Association

HIEAC operates under contract to the federal government as co-ordinator for the provincial cook apprenticeship training program. As well, it administers the delivery of such programs as the Junior Travel Agent Program (given by the Canadian Institute of Travel Cousellors of British Columbia at Vancouver Vocational Institute) and a tour guide course.

CONTACT: Bruce Wilson
Director, HIEAC
1245 Kingsway
Vancouver, B.C. V5V 3E2 Tel. 872-8118

## REGIONAL TOURISM ASSOCIATIONS

### Information Services

The nine Regional Tourism Associations, whose memberships are made up of municipalities, Chambers of Commerce, and private sector groups, receive provincial funding under the Contributing Grants Program of the B.C. Ministry of Tourism. Their activities include promoting, publicizing, and servicing their respective regions of British Columbia to encourage the development of a healthy tourism industry. To this end they offer 1-day seminars to their members (on such topics as tour packaging, air tourism, and special programs like the Ministry of Tourism's Superhost program); produce regional travel guides, local brochures, and specialized activity brochures; and work in co-operation with various government agencies and trade associations in British columbia.

The Regional Tourism Associations also work with the B.C. Ministry of Labour to provide staffing grants to Tourist Information Centres; and with the Ministry of Tourism to provide operating grants to the centres and travel counselling courses to their staffs.

CONTACTS:

Tourism Association of Vancouver Island REGION A
Joyce Brookbank, Managing Director
M-36, 635 Humboldt Street
Victoria, B.C. V8W 1A7 Tel. 382-3551

Tourism Association of Southwestern B.C. REGION B
John Jennings, Managing Director
2nd Floor, 1425 W. Pender Street
Box 48610, Bentall Post Office
Vancouver, B.C. V7X 1A3 Tel. 688-3677

Okanagan Similkameen Tourist Association REGION C
Eltie Sutherland, Acting Regional Manager
185 Lakeshore Drive
Penticton, B.C. V2A 1B7 Tel. 492-6611

Kootenay Country Tourist Association REGION D
Roy Shields, Regional Manager
Castlegar Airport
R.R. #1
Castlegar B.C. V1N 3H7 Tel. 365-8461

REGIONAL TOURISM ASSOCIATIONS (cont'd)

High Country Tourist Association REGION E
Duncan Myers, Manager
670 - 11th Street, N.E.
P.O. Box 298
Salmon Arm, B.C. V0E 2T0 Tel. 832-8028

Cariboo Tourist Association REGION F
Gordon Finlay, Managing Director
#6 - 160 Oliver
P.O. Box 4900
Williams Lake, B.C. V2G 2V8 Tel. 392-2226

North By Northwest Tourism Assoc. of B.C. REGION G
Wendy Moore Harnden, Manager
1277 Main Street
P.O. Box 1030
Smithers, B.C. V0J 2N0 Tel. 847-5227

Peace River Alaska Highway Tourist Assoc. REGION H
Walter Slany, Tourist Co-ordinator
9900 - 100th Avenue
Fort St. John, B.C. V1J 1Y5 Tel. 785-2544

Rocky Mountain Visitors Assoc. of B.C. REGION I
Don Foxgord, Managing Director
495 Wallinger Avenue
P.O. Box 10
Kimberley, B.C. V1A 2Y5 Tel. 427-7469

## BRITISH COLUMBIA CHAMBER OF COMMERCE

### Information/Counselling Services

With a policy of active support for tourism initiatives, the B.C. Chamber of Commerce acts as an important liaison between the tourism industry and government. The Chamber, representing all of the province's individual Chambers of Commerce, holds regular membership meetings in which specific issues are discussed; brings in guest speakers; sponsors trade shows; and assigns task forces to investigate issues of importance to its members. In all of these activities, tourism figures prominently.

The B.C. Chamber of Commerce (and the individual Chambers) are funded principally by municipal grants, membership dues, fee-for-service contracts, and revenue generated by various fund-raising events. As such, the Chambers in fact represent another tourism business interest seeking - rather than offering - financial support, but they do provide the tourism/hospitality sector with information, advice, and counselling on the local business climate and development opportunities. Visitors and Convention Bureaus, frequently operated with assistance from local Chambers of Commerce, usually offer general tourist statistics on the local industry (number of arrivals, mode of arrival, length of stay, etc.), and sometimes (as in the case of Prince Rupert's Visitors Bureau) also have detailed data and results of tourist surveys.

**CONTACT:** Bill Goldie, President
British Columbia Chamber of Commerce
801 - 1199 W. Pender Street
Vancouver, B.C. V6B 1V9 Tel. 681-5541

# SUMMARY AND ANALYSIS

## ASSISTANCE TO TOURISM IN BRITISH COLUMBIA: SUMMARY AND ANALYSIS

The preceding inventory of financial, training, counselling, and information services available to the tourism/hospitality industry in British Columbia was carried out with two objectives:

1. to provide a guide for industry operators (private companies, non-profit organizations, and municipal and regional governments) to the types and sources of assistance available; and

2. to provide an analysis of how these programs, overall, appear to be furthering the development and marketing of tourism in British Columbia.

### The Sources and Types of Tourism Assistance

Over 20 government agencies, 18 colleges, and 3 universities have been identified in this inventory, and - though not all listed - the assistance of private trade and sector associations and private trade schools have been included. All offer the province's tourism enterprises (profit and non-profit) one or more of a wide range of types of assistance, and, given that much of the success of any of the programs lies in the business community's awareness of their existence, most agencies appear to have publicized their programs well.

For the private sector of the tourism industry, the best sources of assistance (in no ranked order) appear to be:

**Financial:**
Department of Regional Industrial Expansion (DRIE),
Tourism Canada, FBDB, Employment and Immigration Canada (EIC), Federal Business Development Bank (FBDB)
B.C. Ministry of Industry and Small Business Development (ISBD), Ministry of Tourism

**Training:**
EIC, FBDB
B.C. Ministry of Education, Ministry of Labour, Ministry of Tourism
Private trade schools
Hospitality Industry Education Advisory Committee (HIEAC)

ASSISTANCE TO TOURISM IN BRITISH COLUMBIA:SUMMARY AND ANALYSIS (cont'd)

**Counselling:** DRIE, Tourism Canada, EIC, FBDB
ISBD, B.C. Ministry of Education, Ministry of Labour, Ministry of Tourism

**Information:** DRIE, Tourism Canada, FBDB, Statistics Canada
B.C. Ministry of Education, ISBD, Ministry of Lands, Parks and Housing, Ministry of Tourism, HIEAC, Tourism Industry Association of B.C. (TIABC), Tourism Industry Association of Canada (TIAC), Regional Tourist Associations, and other private trade and sector associations

For non-profit organizations (including Chambers of Commerce, Visitors Bureaus, Tourist Information Centres, and some trade and sector associations), the best sources of assistance appear (in no ranked order) to be:

**Financial:** EIC
ISDB, B.C. Ministry of Lands, Parks and Housing, Ministry of Provincial Secretary, Ministry of Tourism

**Training:** EIC
B.C. Ministry of Labour, Ministry of Tourism

**Counselling:** EIC
ISBD, B.C. Ministry of Lands, Parks and Housing, Ministry of Provincial Secretary, Ministry of Tourism

**Information:** Statistics Canada, Tourism Canada
B.C. Ministry of Education, ISBD, Ministry of Lands, Parks, and Housing, Ministry of Provincial Secretary, Ministry of Tourism

For municipal and Regional governments, the best sources of assistance (in no ranked order) appear to be the following:

**Financial:** DRIE, Tourism Canada, EIC
ISBD, B.C. Ministry of Municipal Affairs, Ministry of Tourism

**Counselling:** FBDB
B.C. Ministry of Municipal Affairs

**Information:** Statistics Canada, Tourism Canada,
B.C. Ministry of Tourism

ASSISTANCE TO TOURISM IN BRITISH COLUMBIA:SUMMARY AND ANALYSIS (cont'd)

Other agencies - although not to be ignored - offer less potential. There are a number of reasons: (1) eligibility criteria are very specific (e.g. only for native groups or non-profit arts groups); (2) funds are in fact limited and already oversubscribed (e.g., the Tourist Wharf Program of the Federal Department of Fisheries and Oceans); (3) funds are allocated by pre-determined formula (e.g., Agriculture Canada and the B.C. Ministry of Agriculture's grant programs for agricultural fairs); (4) tourism is but one of many competing sectors (ISBD's Community Organizations for Economic Development program); and (5) the agency is chiefly regulatory (e.g., Transportation Canada and the B.C. Ministry of Environment).

**Program Potentials for Tourism Development**

In terms of which programs show the most potential for furthering tourism development and marketing in British Columbia, the following stand out:

**Financial:**

- the three programs of the new tourism sub-agreement (administered jointly by DRIE, B.C. Ministry of Industry and Small Business Development, and B.C. Ministry of Tourism).

- the regular financial assistance programs of those three agencies, as well as those of FBDB and Tourism Canada. All offer good service to the tourist community, although efforts should be made within the agencies to consider the overall development impact of the single enterprise in a provincial tourism scheme.

**Training:**

- the B.C. Ministry of Education's training services. The Ministry has already recognized the importance of tourism by appointing a Co-ordinator of Hospitality and Tourism, and this provides an opportunity for expanding current training programs and developing managerial training.

- the B.C. Ministry of Labour's apprenticeship training program. Efforts should be made to expand the hospitality/tourism component beyond the highly successful cooking apprenticeship program now in place.

- the new job training programs of Employment and Immigration Canada. These include several components that will offer opportunities for tourism training and skills development.

**Counselling:**

- the programs of DRIE, FBDB, ISBD, and the B.C. Ministry of Tourism. These offer counselling services invaluable to successful small business operations - and tourism businesses can only benefit from this.

ASSISTANCE TO TOURISM IN BRITISH COLUMBIA:SUMMARY AND ANALYSIS
(cont'd)

Information:

- the resources and services of B.C. Ministry of Industry and Small Business Development, Ministry of Tourism, DRIE, FBDB, Tourism Canada, and Statistics Canada.. As well, the information services provided by trade and Regional Tourist Associations to their memberships offer an important and effective communication channel.

(It should be noted that two agencies, the federal Department of External Affairs and the B.C. Ministry of International Trade and Investment, which could have potential for tourism, presently offer no assistance programs designed specifically for tourism promotion.)

# APPENDICES

## APPENDIX 1: Study Contacts

**Federal Government**

| | | | |
|---|---|---|---|
| Agriculture | Tony Hemming | (Victoria) | 388-0271 |
| Fisheries and Oceans, Small Crafts Harbours | Art Ryll | (Vancouver) | 666-6271 |
| Employment and Immigration Canada | Linda Farris | (Vancouver) | 666-6169 |
| | Graham Nobbs | (Vancouver) | 666-6169 |
| | Debra Rhymer | (Victoria) | 388-3191 |
| Department of Regional Industrial Expansion/ Tourism Canada | Keith Jackson | (Vancouver) | 661-2259 |
| | Peter Maundrell | (Vancouver) | 661-2259 |
| Federal Business Development Bank | Steve Sapers | (Victoria) | 388-0161 |
| Indian and Northern Affairs | Michelle Lavallee | (Vancouver) | 666-5117 |
| Revenue Canada | Info. Officer | (Victoria) | 388-0121 |

**Provincial Government**

| | | | |
|---|---|---|---|
| Agriculture | Philip Pettifer | (Victoria) | 387-5121 |
| Education | Joan Mason | (Victoria) | 387-4611 |
| | JoAnne Pasquale | (Victoria) | 387-4611 |
| Environment | Heather Hawrys | (Victoria) | 387-1161 |
| Forest | Harry Marshall | (Victoria) | 387-1946 |
| Industry and Small Business Development | John Gray | (Victoria) | 387-4521 |
| | Garry Beatty | (Victoria) | 387-4521 |
| | Ian Back | (Victoria) | 387-4521 |
| | Ken Smith | (Victoria) | 387-4521 |
| | Marcis Esmits | (Victoria) | 387-4521 |
| Labour | Joseph Calado | (Victoria) | 389-3806 |
| | Ossie Sylvester | (Vancouver) | 291-6126 |
| | Doug Russell | (Vancouver) | 294-3878 |
| Lands, Parks, and Housing | Charles Velay | (Victoria) | 387-1067 |
| | Connie Morahan | (Victoria) | 387-1067 |
| | Ron Kerr | (Victoria) | 387-5002 |
| | Ken Baker | (Victoria) | 387-5002 |
| | George Broome | (Victoria) | 387-5002 |

APPENDIX 1: Study Contacts (cont'd)

| | | | |
|---|---|---|---|
| International Trade and Investment | Dee Dee Jackson | (Vancouver) | 660-4567 |
| | Dave Eggleston | (Vancouver) | 660-4567 |
| Municipal Affairs | Ken MacLeod | (Victoria) | 387-5925 |
| Provincial Secretary and Government Services | David Richardson | (Victoria) | 387-1337 |
| Tourism | Mick Collins | (Victoria) | 387-6780 |
| | Rick Lemon | (Victoria) | 387-3558 |
| | Jim Majcher | (Victoria) | 387-1533 |
| Transportation and Highways | Info. Officer | (Victoria) | 387-3198 |
| **Regional Government** | | | |
| Capital Regional District | Bill Jordan | (Victoria) | 388-4421 |
| | Jane Seright | (Victoria) | 388-4421 |
| **Associations** | | | |
| Tourism Industry Association of British Columbia | Ann Pollock | (Vancouver) | 688-4115 |
| B.C. Chamber of Commerce | Bill Goldie | (Vancouver) | 681-5541 |
| Hospitality Industry Education Advisory Committee | Bruce Wilson | (Vancouver) | 872-8118 |
| | Jean Dann | (Vancouver) | 872-8118 |
| Tourism Association of Vancouver Island | Joyce Brookbank | (Victoria) | 382-3551 |

## APPENDIX 2: References

B.C. Ministry of Industry and Small Business Development. 1985. British Columbia Business Information Contacts 1985. 2nd edition. Victoria, B.C.

B.C. Ministry of Labour. 1982. Private Trade Schools Registered to Operate in British Columbia. Vancouver, B.C.

B.C. Ministry of Lands, Parks and Housing. 1982. Directory of Outdoor Recreation Organizations, Safety and Education Programs. 2nd edition. Victoria, B.C.

_____. 1983. Outdoor Recreation Information Service for Government Agencies. Victoria, B.C.

DPA Consulting Ltd. 1984. Tourist Information Centre Study. Vol. I. Co-published by Province of British Columbia, Victoria, B.C.

DPA Consulting Ltd./Strong Hall & Associates. 1984. Hospitality/Tourism Industry Manpower and Training Assessment Study. Vol. I. Co-published by Province of British Columbia, Victoria, B.C.

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Government of Canada, Supply and Services. 1985. Index to Federal Programs and Services. 1985. 6th edition. Ottawa, Ontario.

Price Waterhouse. 1984. Government Financial Assistance Programs in Canada. 3rd edition. Mississauga, Ontario.

Tourism and Hospitality Resource Inventory Centre for Education (THRICE). 1982. Business Resources: Tourism/Hospitality/Recreation, 1984 - 86. Tourism Canada, Ottawa, Ontario.

_____. 1982. Directory of Courses: Tourism/Hospitality/Recreation, 1984 - 86. Tourism Canada, Ottawa, Ontario.

_____. 1982. Training Resources: Tourism/Hospitality/Recreation, 1984 - 86. Tourism Canada, Ottawa, Ontario.

Tourism Industry Association of B.C. (TIABC). 1983. Contacts Directory. Vancouver, B.C.

**APPENDIX 3: Miscellaneous Lists of Mailing Contacts**

Federal Business Development Bank - Branch Offices

Employment and Immigration Canada - Centres and Branch Offices

Indian and Northern Affairs - B.C. Region of District Offices

Regional Economic Development Commissions

Municipal Economic Development Commissions

Intro note comment:

Most of the summaries have been accompanied by "Notes," which include agency or program observations, additional program details, and administrative contacts collected by the consultant during the study. While the program summaries may be considered "public information," this appended material is for internal use only. Information regarding programs not finalized at the time of this report must not be reproduced or discussed unless the agency involved is first contacted.

**NOTES TO DEPARTMENT OF FISHERIES AND OCEANS SERVICES:**

Although the Tourist Wharf Program and Marina Policy Assistance Program are still in place, assistance under either program has not been awarded for 2 years - despite the Branch's receipt of many applications. The reason given is that no block of funds is available specifically for the programs, and thus they are supported only when there are "extra monies" left over in the overall Branch budget.

**CONTACT:**

Art W. Ryll
Regional Engineer, Small Craft Harbours Branch
Department of Fisheries and Oceans
1090 West Pender Street
Vancouver, B.C. V6E 2P1 Tel. 666-6724

**NOTES TO DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION SERVICES:**

Examples of recent tourism projects on Vancouver Island that have received IRDP funding: Victoria Harbour Festival, Parksville Water Slides, and Vancouver Island Shakespeare Company. There has also been some investment at Long Beach.

Much of the support extended to tourism by IRDP is expected to be taken up by the Product Development Program of the federal/provincial tourism sub-agreement.

**NOTES TO EMPLOYMENT AND IMMIGRATION CANADA (EIC) ASSISTANCE:**

A $88.2 million federal training fund has been announced which emphasizes on-the-job training and skill development, rather than simply job creation. British Columbia has the opportunity to "buy into" the fund's six programs (or "federal thrusts"), and discussions are now under way between the province and the federal government.

More than half of the total proposed funds ($46.1 million) are to be allocated to a **Job Development Program**, the objectives of which will be to create jobs that combine on-the-job training and/or skill training activities; and to focus job development in sectors of provincial economic importance, such as forestry, parks, and fisheries. Tourism has been identified as one sector of priority in British Columbia.

The second largest program is the **Job Entry/Re-Entry**, with $17.9 million allocated. This program is to assist drop-outs having difficulty getting work, and those people who want to re-enter the workforce, after an absence.

The **Innovations Program**, to be funded with $11.3 million, will provide financial assistance for pilot projects which test new solutions to training and employment problems. Potential opportunities for the tourism/hospitality field might include the establishment of "centres of excellence", where training is offered in specialized fields such as haut cuisine or dining room service; or the launching of a "Career in Tourism" program at the second and post-secondary school level to sell the idea that a job in tourism does not have to be menial, short-term, or seasonal.

The **Skill Investment Program**, with $7.7 million, is aimed at encouraging employers and employees to upgrade skills and retrain toward jobs in demand.

The **Community Futures Program**, a $5.2 million allocation, is aimed at securing new employment opportunities for workers in communities hit by heavy unemployment and economic decline, through community action, training, and mobility. The potential for developing a new economic base on tourism exists in many British Columbia communities, and assistance from Community Futures could help stimulate local initiatives.

A **Skill Shortages Program**, funded from the National Training Agreement, would provide support for training in critical occupations to ensure that the economy has a labour force with the skill necessary to remain competitive.

Wage subsidy programs without training are often of short-term benefit because many employers can't afford to keep employees once the subsidy ends.

**CONTACT:** Debra Rhymer
Employment Development Branch
Employment and Immigration Canada
3rd Floor, 810 Fort Street
Victoria, B.C. Tel. 388-3191

**NOTES TO TOURISM CANADA ASSISTANCE:**

Support for tourism now extended by DRIE's Industrial and Regional Development Program (IRDP) will ultimately be assumed, for the most part, by the new federal/provincial tourism sub-agreement, under its Product Development component, to be administered by the B.C. Ministry of Industry and Small Business Development.

**CONTACT:** Peter Maundrell Tel. 666-2259

**NOTES TO B.C. MINISTRY OF EDUCATION ASSISTANCE:**

Information/Resource Centres: Funds are expected to be allocated soon, through the Local Economic Renewal Development (LERD) Fund, to regional colleges for proposed "Entrepreneurial/Small Business Development Centres." These will offer the local business communities - including tourism entrepreneurs - resource materials, information, contacts, and referrals.

More managerial courses in tourism/hospitality are needed, and should be short courses and/or part-time to accommodate those people already working in the industry.

Occupations or careers in tourism continue to suffer from a poor public image. Some employers still do not recognize the need for training their staff, or the advantages of hiring trained over untrained personnel. It is up to the industry - and its public sector champions - to continue working, through education and training, toward improving this image. It is of interest to note that when one college changed the name of its waiter/waitress training course to "dining room and lounge service" training, there was a notable increase in enrollment.

**NOTES TO B.C. MINISTRY OF INDUSTRY AND SMALL BUSINESS DEVELOPMENT SERVICES:**

The focus of the Tourism Product Development program is destination development. Small, single recreational facilities or food service establishments, for example, are not likely to receive attention unless they are operated in conjunction with a major destination resort.

This program, with a $20 million budget, is intended to stimulate major destination/attraction/event projects with financial assistance for "bricks and mortar" infrastructure development.

"Destination resort" developments are defined as those operating for a minimum of 150 days per year, and offering pay-to-play recreation. A "destination visitor" is one who travels more than 80 km from home to undertake specific recreational activities at one geographic location, and who stays at least two consecutive nights.

In extraordinary cases (i.e., for projects expected to have exceptional impact), loans may be forgiveable. This decision would be up to ISBD.

Note that under the CCED program, all sectors are eligible to receive funding (provided they meet the necessary requirements and approval of ISBD). Tourism will receive no priority, and any expectations to the contrary should not be created within the industry. Eligible applications from the tourism sector will, of course, be considered, but funds are limited and will be allocated across as many sectors as possible. Thus, Special Projects should not be viewed as a "tourism program," per se, and would not, for example, be the appropriate source for seeking brochure printing costs. Eligibility criteria have not yet received final approval.

Applications for VCC registration cannot be made until the federal government passes the VCC Act and makes the corresponding amendments to the Income Tax Act. This is expected to occur within the next 2-3 months.

**NOTES TO B.C. MINISTRY OF LABOUR SERVICES:**

Summer job creation programs are always oversubscribed, and a significantly high percentage of those people employed are in hospitality and accommodation-related jobs.

**CONTACTS:**

Ossie Sylvester, Director
Private Schools Branch
B.C. Ministry of Labour
4946 Canada Way
Burnaby, B.C. V5G 4J6 Tel. 291-6126

Danny O'Neill, Director
Apprenticeship and Employment Training Branch
B.C. Ministry of Labour
4946 Canada Way
Burnaby, B.C. V5G 4J6 Tel. 291-6121

Joseph Calado
Policy and Planning Branch
B.C. Ministry of Labour
4000 Seymour Place
Victoria, B.C. Tel. 389-3806

A $88.2 million federal training fund has been announced which emphasizes on-the-job training and skill development, rather than simply job creation. See Employment and Immigration Canada (EIC) for a description of the new funding initiatives.

**NOTES TO B.C. MINISTRY OF LANDS, PARKS AND HOUSING SERVICES:**

Private sector businesses interested in operating a facility or concession in a provincial park must await a call for tenders. In all three types of operations available - sale, contract, and single concession - the Province still retains ownership of the land.

**CONTACTS:**

Charles Velay
Director, Park Programs Branch
B.C. Ministry of Lands, Parks and Housing
1019 Wharf Street
Victoria, B.C. V8W 2V9 Tel. 387-1067

Ken Baker
Assistant Manager, Visitor Services, Park Programs Branch
B.C. Ministry of Lands, Parks and Housing
633 Courtney Street
Victoria, B.C. V8V 1X4 Tel. 387-5002

Ron Kerr
Operations Officer, Park Programs Branch
B.C. Ministry of Lands, Parks and Housing
633 Courtney Street
Victoria, B.C. V8V 1X4 Tel. 387-5002

**NOTES TO B.C. MINISTRY OF MUNICIPAL AFFAIRS SERVICES:**

At the time of this report's preparation, 38 municipalities had joined the Partnership in Enterprise Program.

Business interests, including those in tourism, may lobby municipalities for support in specific projects once a partnership agreement has been signed. If the local economic development strategy has identified tourism as a significant development opportunity, such a lobby will be strengthened.

Once the Partnership Program is well under way, Kim Jones at the Ministry of Municipal Affairs (387-5925) may be contacted for up-to-date lists of the municipalities signed on, and information on who has grants within municipalities, the size of the grants, terms of reference, etc.

**NOTES TO B.C. MINISTRY OF PROVINCIAL SECRETARY AND GOVERNMENT SERVICES:**

A new marketing initiative was begun by the Ministry in 1984, and is aimed at enhancing the current system of allocating financial assistance with a more strategic approach toward the promotion and development of the province's cultural, heritage, and recreation and sport resources.

With research information obtained from other ministries (such as Tourism and Lands, Parks and Housing), and data collected within the Provincial Secretary on cultural events, heritage conservation and sites, museums, and recreation and sporting events (for example, attendance figures, economic impacts, operating costs, etc.), efforts are being made to better determine how funds should be spent for maximum benefit. In the area of sports and recreation, for instance, information is being sought on which sports events show high net yields to the province, and strategies are being formulated as to how to encourage or create these on a national or international level.

For its first fiscal year of operation (1985/86), the budget of this new initiative has been $100,000.

Efforts are under way to develop a bid assistance manual (similar to the B.C. Ministry of Tourism and Tourism Canada's bid assistance program for convention and incentive travel) to aid organizations, clubs, and municipalities in attracting major sporting events to locations in British Columbia.

**CONTACT:** David Richardson, Public Affairs Counsel
B.C. Ministry of Provincial Secretary and Government Services
Room 166, Parliament Buildings
Victoria, B.C. V8V 1X4 Tel. 387-1337